# Assessment of Master Thesis

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Master Thesis author: ADRIANA TEJADA

Title: E-marketing strategy for introducing Peruvian products in selected European country

| Demand factors: | | |
|---|---|---|
| Theoretical background | Below –Average x | Above - average |
| Data used | Average x | Above – average |
| Methodology used | Average x | Above - average |

| Criterion | Scale | | | |
|---|---|---|---|---|
| | Excellent | Very good | Satisfactory | Unsatisfactory |
| Overall objective achievement | | | x | |
| Self-reliance of author | | x | | |
| Logical structure | | | x | |
| Using of literature, citations | | x | | |
| Adequacy of methods used | | | x | |
| Depth of analysis | | | x | |
| Form of MT: text, graphs, tables | | | x | |
| Felicitousness | | | x | |

Usefulness of results in practice and theory: average     x     above-average

Discussion topic for defense:
In one of the chapters you have mentioned positioning as an important strategy for the analyzed company. Can you briefly explain theoretically concept of positioning and apply on the case of analyzed company (outline the main characteristics of positioning strategy for the Peruvian e-shop).
What were the major criterions for selection of the primary and secondary target group?
What are the crucial difference between traditional (stone) retail shop and e-shop that emerged from your research? Name specifically and demonstrate on practical example analyzed in your theses.

Master Thesis **is recommended for the defense**
Grade proposed…satisfactory depending on defence…………….
Prague,

                                          _____
                                            Signature of academic consultant