University of Economics, Prague
Faculty of Business Administration

Master´s Thesis Evaluation by the Supervisor

Title of the Master´s Thesis:

Methodology of B2B Customer Segmentation in the Utilities on the Czech Market:

Author of the Master´s Thesis:

Andrea Filová

Goals of the Master´s Thesis:

to create the new advanced segmentation methodology tool and to propose how the most suitable solutions can be designed

EVALUATION OF THE MASTERS´ THESIS	
Criteria (each max 10 points)	**Points awarded**
1. The goals of the thesis are evident and accomplished	9
2. Demands on the knowledge	10
3. Adequacy and the way of the methods used	9
4. Depth and relevance of the analysis in relation to goals	8
5. Making use of literature/other resources, citing	10
6. The thesis is a well-organised logical whole	10
7. Linguistic and terminological level	10
8. Formal layout and requirements, extent	10
9. Originality, i.e. it is produced by the student	9
10. Practical/theoretical relevance/applicability	10
Total score in points (max 100)	**95**
Final grading	*Excellent (1)*

Overall evaluation, additional questions or comments:

Master's Thesis deals with relatively difficult topic due to specifics of energy markets. Theoretical background is carefully elaborated in the first part. Proper attention is devoted both to markets specifics and possibilities of market segmentation process in the sense of discovering market segments especially in BtoB area. As for market specifics, the commodity perception of energy among consumers could be mentioned too. I highly appreciate the overall effort to apply common rules to energy market, too. To reach the thesis goals, several research methods are used in the analytical part. May be, interviewing of CEZ managers deserved somewhat more concentrated specification. Both deductive and inductive segmentations are presented. The partial replication of EPRI model offers very good inspiration for practical solutions. Questions: -The way of companies' selection (sample design) should be explained (sample base, sample --method). What about not answering companies? -There is danger of fragmentation (in fact 23 companies in 9 segments). What is author's opinion? -The core of author's approach to solve the segmentation problem is connected with classification analysis based on segments discovered by EPRI. What about the other analytical possibilities?

The name of the supervisor:

doc.Ing.Jan Koudelka, CSc

The employer of the supervisor:

VŠE Praha

30 August 2011

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Signature of the supervisor