

Assessment of Master Thesis – Academic Consultant



Study programme: **International Economic Relations**

Field of study: **International Business - Central European Business Realities**

Academic year: **2013/2014**

Master Thesis Topic: **Assesment of Market Potential of 3D Body Scanners within the Target Group of 3D Print Stores**

Author's name: **Julian Martini**

Ac. Consultant's Name: **Ing. Markéta Lhotáková, Ph.D.**

Opponent: **Eng. Markus Maurer**

	Criterion	Mark (1–4)
1.	Overall objective achievement	1
2.	Logical structure	1
3.	Using of literature, citations	1
4.	Adequacy of methods used	1
5.	Depth of analysis	1
6.	Self-reliance of author	1
7.	Formal requirements: text, graphs, tables	1
8.	Language and stylistics	1

Comments and Questions:

The author has picked a very unique and therefore potentially complicated topic – assessment of a new segment potential for 3D body scanners produced by company “Z”. This thesis has a logical structure, introducing in the first part theoretical framework of BtoB marketing and segmentation and explaining methodology of primary research. In the practical part author has very well applied suitable theoretical concepts as well as result of his qualitative research. He managed to work with relatively limited amount of information typical for new market to achieve his objective – giving practically applicable recommendation to the company “Z” producing the 3D body scanners. Author has work independently and demonstrated very good attitude towards his work.

Questions for defense: 1. German market of 3D print stores was primarily an object of your research and recommendation for company “Z”. Which other markets do you see as the next most suitable for market entry for company “Z” based on you current research. 2. Would you consider recommending the company “Z” to explore other market segments than 3D prints as potential new markets for their 3D scanners? If yes, which and why.

Conclusion: The Master Thesis is recommended for the defence.

Suggested Grade: **1**

Date: 22. 05. 2014

Ing. Markéta Lhotáková, Ph.D.

Academic Consultant