

Assessment of the Master Thesis – Opponent

Study program: Economics and Management

Field of Study: International Business – Central European Business Realities

Academic Year: 2013/2014

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

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Opponent's: M. 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	2
8	Language and stylistics	1

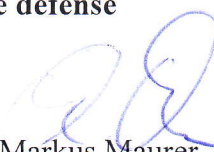
Comments and Questions:

- Excellent work, there is only one thing I noticed which maybe should have been given more attention. Presumably there will be many “start-up” companies (3D Print Stores) be the target customer group for company “Z”.
- Questions for defense:
 - o How can company “Z” cope with the fact, that many of the possible future customers are expected to be start-up companies in terms of promotion or communication (because company “Z” doesn't know the target customers today and everyone could be a potential customer in the future)?
 - o Do all the classical B2B marketing approaches also apply for “start-up” companies or does it make sense also to into account B2C marketing approaches?

Conclusion: Master Thesis ~~is/is not~~ recommended for the defense

Suggested Grade: 1

Wiesbaden, 30/05/2014


Markus Maurer

Opponent