

Assessment of Master Thesis

Master Thesis opponent: Gina Cook, MBA

Master Thesis author: Adriana Cecilia Tejada Rodriquez

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

Demand factors:			
Theoretical background	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:

The author chose an interesting industry and had two potentially appealing country markets to work with. However, use of the spell & grammar check functions and then a thorough proofreading would have greatly improved the overall quality of the work. There are basic spelling errors and incorrect words found even in the table of contents as well as throughout the document. See, for example: 2.1.3.1 or 2.2 or also in the PESTL analysis where the author uses the term “economical” rather than “economic” as would be appropriate. Furthermore, the content in both the table of contents and the work itself is incoherent. It jumps from 2.4.2.4 to 3.5 with nothing in between. Issues of this type diminish the level of professionalism in this thesis. Parts of the PESTL analysis are appropriate; a few sections could have been elaborated in more detail. The theoretical part could have been further expanded.

Discussion topic for defense:

Why did the author decide to use the PESTL model rather than PEST or one of the other similar models? Discuss.

Briefly overview the major challenges for a Peruvian organization wanting to introduce its line into Belgium; what recommendations could the author give to the company in order to help it mitigate these potential difficulties?

Master Thesis is recommended for defense

Grade proposed: good, depending on the results of the defense.

Prague, 7 September 2011

Signature of opponent