

Master's Thesis Evaluation by the Opponent

Title of the Master's Thesis:

Methodology of B2B Customer Segmentation in the Utilities on the Czech Market: Tool for Customer Classification into Segments

Author of the Master's Thesis:

Andrea Filová

Goals of the Master's Thesis:

The goal is to create the new advanced segmentation methodology tool and to propose the most suitable solutions according deep analysis

EVALUATION OF THE MASTERS' THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	10
2. Demands on the knowledge	10
3. Adequacy and the way of the methods used	10
4. Depth and relevance of the analysis in relation to goals	9
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 formal 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)	98
Final grading	Excellent (1)

Overall evaluation, additional questions or comments:

This excellent master's thesis has a clear added value for segmentation application. It is interested in the very specific topic and knowledge gap of energy markets especially in BtoB area which have not been deeply analyzed on the Czech market yet. The theoretical background as well as practical approaches are carefully elaborated in this thesis. Attention is focused mainly on market specifics and options of market segmentation; overall this part offers very good inspiration for practical solutions. I highly appreciate the overall effort to analyze this business area with strong theoretical background and base.

Questions:

- 1) The core of author's approach is to solve the segmentation on the electricity market. Have you been also analyzing another sources of energy (gas etc.) that could have some influence on the segmentation of customers?
- 2) Could the model be adjusted or used in B2C segmentation?
- 3) What are the main differences between the American and Czech electricity market?

The name of the opponent:

Ing. Vladimír Stratil MBA

The employer of the opponent:

Nuclear Research Institute Rez, CEZ Group

I honestly declare that I am not in any allied relationship with the author of this Master's Thesis.

06 September 2011

Signature of the opponent