

***Master's Thesis Evaluation by the Opponent***

***Title of the Master's Thesis:***

Competitive Strategy of the company Garena a.s.

***Author of the Master's Thesis:***

Václav Baštýř

***Goals of the Master's Thesis:***

To define clearly competitive strategy which would make the company successful in the long run.

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	8
3. Adequacy and the way of the methods used	7
4. Depth and relevance of the analysis in relation to goals	7
5. Making use of literature/other resources, citing	9
6. The thesis is a well-organised logical whole	8
7. Linguistic and terminological level	8
8. Formal layout and formal requirements, extent	9
9. Originality, i.e. it is produced by the student	8
10. Practical/theoretical relevance/applicability	8
<b>Total score in points (max 100)</b>	<b>81</b>
<b>Final grading</b>	<b>Very good (2)</b>

***Overall evaluation, additional questions or comments:***

The author begins with appropriate literature research, then he continues by brief Methodology description and then finally he continues by the hard part of the thesis - company strategy defining. Main evaluation notes: 1) The general literature research was sufficient and in general relevant but it could be more directly linked to the aim of the thesis - strategy determining. Sometimes is not absolutely clear, why there are some theoretical parts mentioned and how these theoretical findings were influencing the main thesis part - strategy resulted or why oppositely why it does not affected. 2) The methodological description could be slightly better and more comprehensive even in the level of diploma thesis but simultaneously is necessary to appreciate that author spent visible effort by primary qualitative research. Evaluation Summary: Despite of partial criticism mentioned, the thesis fulfills generally demanded qualitative standards for master diploma thesis, so I recommend it for justification.

***The name of the opponent:***

Ing. Patrik Sieber, Ph.D.

***The employer of the opponent:***

University of Economics, Prague

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

17 September 2011

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Signature of the opponent