

Master's Thesis Evaluation by the Opponent

Title of the Master's Thesis:

Mass customization as a business model: Business plan for online furniture company

Author of the Master's Thesis:

Bc. Martin Žák

Goals of the Master's Thesis:

Author's goal is to write a business plan on online furniture company, where he examines mass customization as a possibly sustainable business model.

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	7
3. Adequacy and the way of the methods used	10
4. Depth and relevance of the analysis in relation to goals	8
5. Making use of literature/other resources, citing	9
6. The thesis is a well-organised logical whole	7
7. Linguistic and terminological level	10
8. Formal layout and formal requirements, extent	9
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	10
Total score in points (max 100)	90
Final grading	Excellent (1)

Overall evaluation, additional questions or comments:

The thesis is well structured, despite the fact that it misses some introductory part and conclusion. In the theoretical section author provides in-depth description of approaches for development of business models (such as Lean start-up, Business Model Canvas, Lean Canvas, etc.). Those approaches are very actual and applicable in business practice. In the practical part the author uses detailed business plan structure to describe his entrepreneurial vision.

Thesis is well done and shows author's ability to prepare structured business plan. I recommend this work for defense.

Questions for defense:

- 1) What strategies would you use for inbound marketing (gaining backlinks, social media traffic etc.)
- 2) How would you deal with the statutory regulation that customer can return goods purchased online within 14 days, since your products can be personalized by the customer?

The name of the opponent:

Ing. Jan Mareš

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.

09 June 2015

Signature of the opponent