



Assessment of Master Thesis – Academic Consultant

Study Program: **International Business - Central European Business Realities**

Author's Name: **Polina Pavlishyna**

Ac. Consultant's Name: **Ing. Jaroslav Halík, MBA, PhD.**

Master Thesis Topic: **Marketing Strategy of the Volkswagen's "Das WeltAuto" Program**

	Criterion	Mark (1-4)
1.	Overall objective achievement	3
2.	Logical structure	3
3.	Using of literature, citations	3
4.	Adequacy of methods used	3
5.	Depth of analysis	3
6.	Self-reliance of author	3-4
7.	Formal requirements: text, graphs, tables	3
8.	Stylistics	3

Comments and questions:

The aim of the Thesis was to analyze the marketing strategy of Volkswagen AG used car program Das WeltAuto. In the first chapter the theoretical background of marketing strategy was explained. The second chapter described the Volkswagen AG's structure, organization and financial parameters. In the end the Das WeltAuto program was introduced and its launch in five largest European countries, China and Russia was shown. The third chapter focused on the analysis of marketing strategy of Das WeltAuto. It was stated that: „Das WeltAuto is an international brand with a strong, globally consistent identity. In various countries, the the DWA stands for the same attributes and comparable products and services. The program offers the high quality assured by Volkswagen Group brands plus other leading brands that have been examined in accordance with these standards.“ Etc., etc. „When possible, the Das WeltAuto logotype always appears together with its claim - Das WeltAuto. Used cars you can trust. Guaranteed.“ In conclusion of the theses was said: „I believe that the DWA program is successful, because it is innovative, value retaining and responsible, concrete, transparent and dependable. It behaves in an exemplary manner in order to gain and justify customer confidence; it is transparent in regards products, services and costs and continually sets new standards to keep customer confidence.“ Etc., etc. And the author finishes: „To sum up, I can say that the goal of my thesis was achieved. The study of the company and the brand were presented, and the marketing strategy of the program was analyzed. Based on the analysis conclusions were made and recommendations offered for Das WeltAuto to improve its marketing strategy effectiveness.“

My personal view on the Thesis is that rather than a scientific piece of work written as the top end of the author's university studies, it looks as a spectacular celebration of the Volkswagen's new business program Das WeltAuto. The author very cleverly copied from the internal materials and Annual Reports of VW 2014-2015 and combined it with a theoretical text also mostly copied from well known school books. The only added value is a compilation and re-structuring of the texts with high attempt to quote as much as possible. The list of literature brings an overview of almost all accessible literature on marketing management, that could have been hardly read by the author in all scale. Especially when the Theses were submitted in last minute. Such a professional analysis of VWG strategy and such a deep understanding of nuances of the car market would have required years and years of professional experience in the industry. It is impossible to write such a arduous text in one month (I received first part on 18th April and finished version on 1st May 2015). I am not against use of company's materials, especially when personal contacts to two Skoda-VW managers, Mr. Yablonskyy and Mr. Schleemann, might have worked well, but a student cannot copy the materials entirely into the Thesis. I will give chance to the Author to defend her Thesis. If she convinces the Defence Commission that her added value was more than just compilation, I would suggest to let her pass.

Question: Describe the Czech market with second-hand cars (size, prices, major brands, distribution channels). Who are the major competitors here to the used-car VW program Das WeltAuto? What are the major trade barriers as the Czech government regulations concerns?

Conclusion: The Master Thesis **IS** recommended for defence.

Suggested Grade: 3-4

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Ing. Jaroslav Halík, MBA, PhD.
Academic Consultant