

Assessment of Master Thesis – Opponent



Study programme: **International Economic Relations**

Field of study: **International Business - Central European Business Realities**

Academic year: **2014/2015**

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

Author's name: **Polina Pavlishyna**

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

Opponent: **doc. Ing. Ludmila Štěrbová, CSc.**

| | 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 |
| 7. | Formal requirements: text, graphs, tables | 3 |
| 8. | Language and stylistics | 3 |

Comments and Questions:

The MT met the basic requirements, it is, however, of quite low quality. The author describes in three chapters marketing theory, Volkswagen AG as a manufacturer and its marketing strategy for used cars. In these three chapters, I did not find any analysis of the marketing strategy Das WeltAuto – it is a pure description based on company materials, without any involvement of the author and without any critical discussion. It is not clear, how the first theoretical chapter is related to the description of the marketing strategy in the third chapter. And it is not evident why the author described the company itself – how did it help in the "analysis" of the marketing strategy? In the conclusion, the author once more provide the content of the chapters (that has been done in the introduction already) and recommends some steps to be undertaken by the company that are not have, however, based on any previous analysis and are not related to what has been described in previous chapters. Questions: The author recommends to develop the marketing strategy for used cars in developing countries. What is the potential of developing countries to buy used cars? How the marketing strategy should differ for these markets based on their level of economic development?

Conclusion: The Master Thesis is recommended for the defence.

Suggested Grade: **3**

Date: 29. 05. 2015

doc. Ing. Ludmila Štěrbová, CSc.
Opponent