University of Economics, Prague
Faculty of Business Administration

Master´s Thesis Evaluation by the Supervisor

Title of the Master´s Thesis:

Chocolate Confectionery market analysis - United Kingdom

Author of the Master´s Thesis:

Bc. Alexandra Kiš Bandiová

Goals of the Master´s Thesis:

To analyse the complex chocolate confectionery market in the UK, to spot eventual gaps in actual market product portfolios, identify opportunities and elaborate a set of recommendations for marketing.

EVALUATION OF THE MASTER´S THESIS	
Criteria (each max 10 points)	**Points awarded**
1. The goals of the thesis are evident and accomplished	9
2. Demands on the acquisition of additional knowledge or skills	9
3. Adequacy and the way of the methods used	8
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	9
7. Linguistic and terminological level	10
8. Formal layout and requirements, extent	9
9. Originality, i.e. it is produced by the student	9
10. Practical/theoretical relevance/applicability	8
Total score in points (max 100)	**90**
Final grading	*výborně (1)*

Overall evaluation (cca 150 words):

Master's Thesis is based on thorough evaluation of secondary data which the author of the thesis gained in order to reach thesis objectives. The thesis structure is logical and it follows the need to evaluate chocolate confectionery market potential in the UK. Theoretical background is effectively elaborated in the first and the second chapter that offer useful framework for development of the practical part. Then proper methodical issues are dealt with. Especially methodology of important continual research projects is presented. In the practical part the author evaluates more general secondary data of Euromonitor at first. Than the analytical view on the data of Nielsen retail panel and household panel of GfK as for chocolate confectionery market in the UK is carefully elaborated. Data analyses adequately employ both time series analyses and structural analyses. This approach enabled to discover some important influencing factors and some interesting trends as for consumer behaviour with regard to chocolate. It is a pity that it was not possible to get more data about relations of consumers to chocolate than those ones which are investigated in the above mentioned continual projects and several other research studies. Nevertheless, it is understandable that the thesis purpose was directed to stress the potential of secondary data to find marketing opportunities. Systematic evaluation of market segments attractiveness and following marketing positioning recommendation create appropriate thesis outcome.

Questions: 1.At what extent is it possible to expect that consumer preference trends will continue in the future? 2. Could the lifestyle segmentation be useful for the UK chocolate confectionery market?

The name of the supervisor:

doc. Ing. Jan Koudelka, CSc

The employer of the supervisor:

Department of Marketing, University of Economics, Prague

24 January 2016

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Signature of the supervisor