

### *Master's thesis evaluation by the opponent*

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

Chocolate Confectionery market analysis - United Kingdom

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

Bc. Alexandra Kiš Bandiová

**Objectives of the Master's thesis:**

The main goal of this thesis is to analyze the complex chocolate confectionery market in the UK, seize the size of the market, spot its main trends, map market share distribution of main players and identify leading brands.

EVALUATION OF THE MASTER'S THESIS	
Criteria (max. 10 points per category)	Points awarded
1. The objectives of the thesis are evident and accomplished	10
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 objectives	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	10
10. Practical/theoretical relevance/applicability	9
<b>Total score in points (max 100)</b>	<b>93</b>
<b>Final grading</b>	<b>Excellent (1)</b>

**Overall evaluation and questions to be answered in the course of the defense:**

In this well prepared and easy to understand thesis, author has proved her ability to present a complex topic in a relatively limited space which was available. Two main goals of this work: identify market gaps and opportunities in UK chocolate market have been met.

The chosen theme for Master's Thesis "Chocolate Confectionery market analysis - United Kingdom" is actual from several points of view like growth of commodities prices (cocoa), ongoing change of customers habits (healthy living) etc. Since UK confectionary market is one of the most developed in the world, some outcomes of this research could be sooner or later used also for analysis of other markets.

The thesis has coherent structure; the methodological approach is adequate to research objective.

Besides some formal minor remarks, I have particularly appreciated the quality and the quantity of this work. The manuscript represents a significant contribution to the study of confectionary market in UK and in Western Europe generally.

Consequently, I strongly recommend it for final defense.

Q1: Main consumer habits research agencies like Nielsen, Mintel and DunnHumby agree that healthy snacking and portion control are one of the opportunities for growth in 2016. Please interpret it based on your analysis.

Q2: Name key platforms for innovation in UK chocolate market for upcoming period.

Q3: Name 4 main opportunities area for total UK market growth in 2016.

**Name of the Master's thesis opponent:**

Mgr. Peter Siwec

**Occupation of the Master's thesis opponent:**

Tesco Stores ČR a.s., Buyer of Grocery Food ČR

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

January 12, 2016

Signature of the Master's thesis opponent