

Assessment of Bachelor Thesis – Academic Consultant



Study programme: **International Economic Relations**

Field of study: **International Business**

Academic year: **2015/2016**

Bachelor Thesis Topic: **Commercial Communication of Pilsner Urquell on the Czech market**

Author's name: **Sophie Marienka Vasak**

Ac. Consultant's Name: **Ing. Přemysl Průša, Ph.D.**

Opponent: **Ing. Martin Machek, Ph.D.**

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

Comments and Questions:

The theoretical part is very well and thoroughly conducted, it is based on sufficient number of secondary resources, including the theory related to brand management.

The text is well structured, easy to read, even though there can be several marginal mistakes found (in the language).

The practical part is well laid out. I appreciate the ability of the author to work with both the secondary and primary information resources. I would like to appreciate the analysis of the beer market in the Czech Republic, even though the current development trends could have been described more deeply.

The thesis also brings an added value thanks to the primary research (based on a questionnaire survey), which aims at the identification of the consumer behavior on the Czech beer market as well as the identification of the image of the Pilsner Urquell brand in the Czech Republic.

The author has also tried to assess the current identity and communication of the Pilsner Urquell brand, however, only from the consumer perspective (unfortunately the company data were not available).

Even though the results from the survey cannot be generalized (due to the limitations, given by the group of respondents), the survey brings valuable outcomes, which can be used in the business practice.

Therefore, in my opinion the goal of the thesis has been achieved.

Questions:

1. How would you describe the current/ new trends in the Czech beer market?
2. Does the decreasing beer consumption in the Czech Republic bring any threats for the Pilsner Urquell brand? If so, how should the brand cope with these challenges?

Conclusion: The Bachelor Thesis is recommended for the defence.

Suggested Grade: **1**

Date: 05/15/2016

Ing. Přemysl Průša, Ph.D.
Academic Consultant