University of Economics, Prague
Faculty of Business Administration

Master's thesis evaluation by the supervisor

Title of the Master's thesis:

Optimization of Triola Plc. Loyalty Program

Author of the Master's thesis:

Dominika Wachtlová

Objectives of the Master's thesis:

The aim of this thesis is to suggest optimizations for Triola Plc. loyalty program based on theoretical understanding of loyalty and its role in success of a company, as well as numerous practical analyses.

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	10
3. Adequacy and the way of the methods used	10
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	10
7. Linguistic and terminological level	9
8. Formal layout and requirements, extent	9
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	9
Total score in points (max 100)	**96**
Final grading	***Excellent (1)***

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

The master thesis deals with a very actual topic. Building an effective loyalty programme has become a big challenge for many companies. This master thesis is focused on improving loyalty programme of Czech company engaged in the manufacture of underwear -Triola Plc. The objectives are precisely defined and accomplished. The thesis has a logical structure. The theoretical part provides an overview of the topic of customer loyalty and loyalty programmes. First chapter could have briefly described the methods of measuring loyalty. Second chapter presents typology of loyalty programmes and summarizes the main risks and mistakes in creating loyalty programmes. Theoretical part is based on numerous sources of specialised literature. All the sources are properly cited. The practical part is based on several analyses. The author used rich set of methods. Analysis of triola sales data, data mining of MML-TGI database, questionnaire survey of customers and benchmarking with other popular loyalty programmes across different
categories. Based on the results the author provides many interesting insights for improvement of Triola loyalty programme. Final recommendations in chapter 8.2 could have been more detailed but chapter 8.1 precisely summarises important findings and continually proposes solutions for Triola club. Presented findings are of high relevance and applicability for the management of Triola Plc.
Questions: 1) What are the main specifics of the analysed market and customers (such as purchase frequency etc.) that affect decisions about the design of the loyalty programmes?
2) What is your personal opinion on the marketing importance of loyalty programmes?

Name of the Master's thesis supervisor:

doc. Ing. Václav Stříteský, Ph.D.

Occupation of the Master's thesis supervisor:

Department of marketing, UEP

June 2, 2016

Signature of the Master's thesis supervisor