

Master's thesis evaluation by the opponent

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	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 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	10
9. Originality, i.e. it is produced by the student	8
10. Practical/theoretical relevance/applicability	9
Total score in points (max 100)	91
Final grading	Excellent (1)

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

The thesis is generally well prepared and conceived. While the theoretical part contains basic information about the issue of loyalty programs, I appreciate the focus on the practical part, which is well structured and its individual parts are logically interconnected. In the case of the research among Triola fans on Facebook I would prefer obtaining information from a greater number of female respondents to get more representative feedback, nevertheless, the results still provide interesting conclusions about the preferences of current customers. Very interesting and valuable is the part focused on the evaluation of the loyalty programs realized by other companies, which in a clear manner compares the benefits offered and also presents several possible tools, which can be used in the loyalty programs. The recommendations for optimizing the Triola loyalty program suggest a number of options that are either in accordance with the current plans of the company or are new and not previously considered. The Triola company management will make use of the conclusions of the thesis for both evaluating the current loyalty program and planning retail activities in the future. I have no objections to the formal side of the thesis, I consider it of a high level and transparent, with all the information sources well and consistently mentioned and quoted according to the chosen citation style.

Questions for the presentation:

- 1) How do you assess the importance and possibilities of social networks like Facebook in terms of loyalty programs?
- 2) Which tools within loyalty programs do you generally see as essential for customers under 30 years of age?
- 3) Which of the presented loyalty programs by other companies do you consider most suitable for the acquisition of new customers?

Name of the Master's thesis opponent:

Ing. Petr Dohnal

Occupation of the Master's thesis opponent:

Triola Plc.

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

June 6, 2016

Signature of the Master's thesis opponent