

Assessment of Master Thesis – Academic Consultant



Study programme: **International Economic Relations**

Field of study: **International Business - Central European Business Realities**

Academic year: **2015/2016**

Master Thesis Topic: **Automobile Aftermarket Customization and its Trends with an Emphasis on the Potential for the Czech Market**

Author's name: **Bc. Vladimír Kosek**

Ac. Consultant's Name: **Ing. Petr Král, Ph.D.**

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

Comments and Questions:

The thesis deals with an interesting topic which is rather a niche topic in the Czech Republic and therefore not really covered by the existing academic literature. The goal of the thesis is clearly set at the beginning of the thesis and the author quite succeeded in accomplishing it.

The structure of the thesis is logical, the methodology is clear and both enabled the author to accomplish the goals that had been set. I want to especially highlight the quality of the first chapter which deals with the design and its development and its role in the society and business.

The practical part is partly based on secondary sources and observations and partly on conducted interviews with representatives of companies. From this base conclusions and recommendations are derived. In my opinion in this part the author could have gone more in detail and could have offered more concrete strategic recommendations for the Czech market regarding the target group for car modifications, pricing strategy etc.

For the defense I suggest following questions:

1. Who would be the target groups for car customization in the Czech Republic? Please, be as precise as possible. 2. How would the trend of the protection of the environment influence the future of the car customization and tuning given the fact that customization frequently aims at enhancing the performance of the car and thus the fuel consumption?

Conclusion: The Master Thesis is recommended for the defence.

Suggested Grade: **2**

Date: 08/09/2016

Ing. Petr Král, Ph.D.
Academic Consultant