

Assessment of the Master Thesis – Opponent



Study program: **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/Supervisor's Name: **Ing. Petr Král, Ph.D.**

Opponent's Name: **Ing. Josef Müller**

	Criterion	Mark (1-4)
1	Overall objective achievement	2
2	Logical structure	1
3	Using of literature, citations	2
4	Adequacy of methods used	2
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 author chose an interesting topic from the field of automotive industry. The aim of the thesis was clearly set and has been mostly reached. However in order to make the thesis more useful for a potential party interested in entering this niche segment of the Czech car market, the aim would have to be more focused on market analysis rather than a general overview.

It seems that the author has a real passion for the topic of automobile customization and this has a positive impact on the quality and readability of the thesis. The first two chapters provide the reader with many interesting information about origins of design in general and about automotive design, its history and development cycle. It would have been nice to see some focus on the Czech automotive sector in these chapters. There would be quite a lot to write about. The argument used that the communist regime did not allow competitive development of the Czech market is acceptable only for the specific period of history.

The third chapter seems to be the weakest. It does not reach its full potential. Some data, especially the data about the Czech market potential, are not clearly organized. Nevertheless, the chapter provides a good overview of the main players of the Aftermarket Customization field, including field research and a partial analysis of the threats and opportunities of the Czech market.

The main thesis outcomes should have been summarized in the Conclusion rather than in the last subchapter, but describe well what has been accomplished. It would have been interesting to focus further research on the middle class segment modification as it was identified as having the highest potential on the Czech market.

For the defense I suggest the following questions:

1. In relation to the first two chapters, choose and describe at least two examples of automobile's design and technology development over time related to the Czech Republic (Czechoslovakia) or to Czech (Czechoslovak) engineers or designers.
2. What changes to the Automobile Aftermarket Customization might occur with future mass availability of modern technologies like 3D printing?

Conclusion: Master Thesis **is recommended for the defense**

Suggested Grade: 2

Prague, August 26, 2016

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Ing. Josef Müller
Opponent