

Master's Thesis Evaluation by the Opponent

Title of the Master's Thesis:

The impact of POS materials on sales: LEGO Nexa Knights 2016 campaign in toy specialist stores

Author of the Master's Thesis:

Veronika Kinštová

Goals of the Master's Thesis:

To find out whether the in-store materials have the intended impact on the LEGO shopper and consumer.

EVALUATION OF THE MASTERS' THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	10
2. Demands on the knowledge	10
3. Adequacy and the way of the methods used	8
4. Depth and relevance of the analysis in relation to goals	10
5. Making use of literature/other resources, citing	10
6. The thesis is a well-organised logical whole	8
7. Linguistic and terminological level	10
8. Formal layout and formal requirements, extent	9
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	10
Total score in points (max 100)	95
Final grading	Excellent (1)

Overall evaluation, additional questions or comments:

This is a practically oriented thesis focused on an up-to-date topic (shopper marketing). The author evaluates the effectiveness of POS materials in a toy specialist stores using a combination of methods (interviews with shoppers, analysis of sales data and eye-tracking). In my opinion the authoress fulfilled her goals. She verified her hypotheses and came to practical recommendations. I also appreciate the theoretical part which uses a large amount of sources. The thesis could be structured more logically and the methods could have higher academic rigor. However, these are not serious comments. The thesis has a high standard and I recommend it for defense. Questions for the defense: The authoress found out that in the stores with "Eco Model box" the sales went up by 75% (p. 48). This seems like a huge increase. What about the costs of this POS material (production costs, installation costs, fees to the retailer etc.)? Is this POS material profitable?

The name of the opponent:

Doc. Ing. Miroslav Karlíček, Ph.D.

The employer of the opponent:

Dept. of Marketing, VŠE

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

02 September 2016

Signature of the opponent