

Master's Thesis Evaluation by the Supervisor

Title of the Master's Thesis:

Influence of commodity costs on the price of FMCG products

Author of the Master's Thesis:

Bc. Danagul Baituyakova

Goals of the Master's Thesis:

The aim of this thesis is to give a comprehensive outlook on the reasons why the shelf price of a good changes.

EVALUATION OF THE MASTER'S THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	4
2. Demands on the acquisition of additional knowledge or skills	6
3. Adequacy and the way of the methods used	5
4. Depth and relevance of the analysis in relation to goals	5
5. Making use of literature/other resources, citing	7
6. The thesis is a well-organised logical whole	7
7. Linguistic and terminological level	9
8. Formal layout and requirements, extent	10
9. Originality, i.e. it is produced by the student	7
10. Practical/theoretical relevance/applicability	5
Total score in points (max 100)	65
Final grading	GOOD (3)

Overall evaluation (cca 150 words):

To be frank, the aim of this theses to give a reader a comprehensive outlook on the cost-price problematic of an FMCG company was too ambitious I am afraid it exceeded the capabilities of the author. As far as I am familiar with FMCG business it could be definitely caused by the reluctance of HQ to provide information to branches regarding precise cost structure.

HQ usually have a precise information regarding the cost structure of each product including the overheads distribution but they obviously do not share them. Thus this is an element which is missing in the thesis and the author focuses mainly on direct costs with very little focus on overheads which may play a very significant role.

I am afraid the author does not fully understand the principles of cost calculations. In given company it could be caused by the lack of information available or simply misunderstanding of different methods. The author e.g. declares that the company is using both direct and indirect costing which sound pretty contradictory.

The fact, that the commodity prices do not influence the end prices was a bit expectable in advance and the main benefit of this thesis is, that it was proven.

Question:

What is the difference between Commodity-Price model introduced by the author and a regular direct costing approach?


The name of the supervisor:

Ing. Ladislav Tyll, MBA., Ph.D.

The employer of the supervisor:

KSG, FPH, VŠE

06 September 2016


Signature of the supervisor