

***Master's Thesis Evaluation by the Supervisor***

***Title of the Master's Thesis:***

Enhancing Customer Loyalty with Private Label Brands- Factors Influencing Success in the Health and Beauty Retail Industry

***Author of the Master's Thesis:***

Charlotte Luise Segebarth

***Goals of the Master's Thesis:***

to elaborate on the importance of Private Label brand strategies for retailers in the Health & Beauty industry and to investigate their impact on customer loyalty.

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	9
3. Adequacy and the way of the methods used	10
4. Depth and relevance of the analysis in relation to goals	9
5. Making use of literature/other resources, citing	9
6. The thesis is a well-organised logical whole	10
7. Linguistic and terminological level	9
8. Formal layout and requirements, extent	10
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	9
<b>Total score in points (max 100)</b>	<b>95</b>
<b>Final grading</b>	<b>Excellent (1)</b>

***Overall evaluation, additional questions or comments:***

The author chose a very interesting, up- to- date and challenging topic for her thesis. She defined quite ambitious goals which were then later on split into several research questions. I can say that the goal of the thesis was almost fully accomplished and the thesis is of excellent quality. The structure is clear a logical and follows the goal set. The secondary research is comprehensive enough to enable the author to analyze the topic in detail. The author conducted a survey with almost 200 respondents and was able to derive interesting findings from it. For the final defense I suggest that the author answers following question: Based on your research results what would you advise to brand producers to be competitive with the growing market share of private labels?

***The name of the supervisor:***

Ing. Petr Král, Ph.D.

***The employer of the supervisor:***

University of Economics, Prague, Department of International Business