

Master's Thesis Evaluation by the Supervisor

Title of the Master's Thesis:

Market Entry Strategy of Casamundo GmbH to the Czech Market

Author of the Master's Thesis:

Bc. Veronika Zapletalová

Goals of the Master's Thesis:

To select the most suitable market entry mode and create a marketing strategy for accommodation rental company Casamundo GmbH.

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	10
6. The thesis is a well-organised logical whole	10
7. Linguistic and terminological level	10
8. Formal layout and requirements, extent	10
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	9
Total score in points (max 100)	97
Final grading	Excellent (1)

Overall evaluation, additional questions or comments:

The thesis deals with a real case and aims to suggest a market entry strategy for a selected company. The topic makes the thesis very business- focused as well as challenging. The structure is logical, the methods used are adequate. I appreciate the fact the author conducted own online survey on relatively big sample. The results were afterwards used for formulation of the market entry strategy. The strategy proposed is logical and quite detailed. On the other hand I miss a clear positioning statement for the company on the Czech market given the existence of already strong competitors such as Booking. com. Therefore I suggest that the author describe by the defense what would be, in her opinion, the key differentiating points for Casamundo on the Czech market in relation to the survey results but also to the existing competitors. How should this difference be communicated in the launch campaign?

The name of the supervisor:

Ing. Petr Král, Ph.D.

The employer of the supervisor:

University of Economics, Prague, Department of International Business

07 September 2014

Signature of the supervisor