

Master's Thesis Evaluation by the Supervisor

Title of the Master's Thesis:

External and Internal Influence Factors of European SME's Choice of Entry Strategy to Brazil

Author of the Master's Thesis:

Anna Katharina Lemke

Goals of the Master's Thesis:

To evaluate the relevance of prominent frameworks and the defined external and internal influence factors to the choice of entry strategy for SMEs from the DACH Region and the Netherlands, when expanding to Brazil.

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	9
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	10
7. Linguistic and terminological level	10
8. Formal layout and requirements, extent	10
9. Originality, i.e. it is produced by the student	9
10. Practical/theoretical relevance/applicability	9
Total score in points (max 100)	96
Final grading	Excellent (1)

Overall evaluation, additional questions or comments:

The Author show a very nice and comprehensive literature review which was further tested on the real practical experience of surveyed companies. The thesis itself is well structured and readable. I only regret the responses at the attachment are in German.

Questions:

What would be an average period needed from the time company enters the market and starts selling its products and achieves at least break even from Brazilian operations?

How could you explain the difference in Simons and your findings regarding Innovations and ambitious targets?

The name of the supervisor:

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

The employer of the supervisor:

KPE, FPH, VSE

02 September 2014


Signature of the supervisor