

***Master's thesis evaluation by the opponent***

***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

***Objectives of the Master's thesis:***

The goal of this study is 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 MASTER'S THESIS	
Criteria (max. 10 points per category)	Points awarded
1. The objectives of the thesis are evident and accomplished	9
2. Demands on the acquisition of additional knowledge or skills	9
3. Adequacy and the way of the methods used	8
4. Depth and relevance of the analysis in relation to objectives	8
5. Making use of literature/other resources, citing	10
6. The thesis is a well-organised logical whole	10
7. Linguistic and terminological level	9
8. Formal layout and requirements, extent	9
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>91</b>
<b>Final grading</b>	<b>Excellent (1)</b>

***Overall evaluation and questions to be answered in the course of the defense:***

Elaboration of presented master's thesis is on a good level. Presented thesis is divided into theoretical and practical part. In the theoretical part, the author brings a theoretical framework of international entry market strategies. In the practical part, the author presents the results of realized research. I recommend presented master's thesis for the defence.

Questions for the defence:

- 1) What products are manufactured by companies included in the survey? Does type of product influence entry strategy in your opinion?
- 2) PESTEL analysis is presented in the introduction. Can author formulate opportunities and threats arising from this analysis?

***Name of the Master's thesis opponent:***

Ing. Josef Krause, Ph.D.

***Occupation of the Master's thesis opponent:***

University of Economics, Prague, Department of Business Economics

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

September 5, 2014

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Signature of the Master's thesis opponent