

Assessment of Bachelor Thesis – Academic Consultant



Study programme: **International Economic Relations**

Field of study: **International Business**

Academic year: **2016/2017**

Bachelor Thesis Topic: **Commercial communication of RED BULL on the Czech market**

Author's name: **Polina Gavrilova**

Ac. Consultant's Name: **Ing. Přemysl Průša, Ph.D.**

Opponent: **Ing. Alexandr Asmalovskij**

	Criterion	Mark (1–4)
1.	Overall objective achievement	1
2.	Logical structure	1
3.	Using of literature, citations	1
4.	Adequacy of methods used	1
5.	Depth of analysis	2
6.	Self-reliance of author	2
7.	Formal requirements: text, graphs, tables	1
8.	Language and stylistics	2

Comments and Questions:

The theoretical part of the thesis covers the most important areas of marketing, marketing strategy, marketing mix, commercial communication as well as branding. The text is based on an average amount of resources. Thus it builds a fairly good base for the practical part of the thesis, where the most important theoretical terms are applied in a case study of Red Bull in the Czech market.

In the practical part I appreciate the ability of the author to define the market, the main market players as well as the main competitive advantages of the Red Bull brand, including its main points of difference. The brand is compared to its competitors on the basis of data sourced from both secondary and primary resources.

The performed questionnaire survey provides valuable data about the consumer behavior and the consumers' perception of the Red Bull brand (in the Czech market).

On the other hand I would recommend the author to be more critical in the assessment of the marketing mix of the Red Bull brand and highlight more precisely the possible threats for the brand in the Czech market. The recommendations might have been developed more thoroughly too.

Questions:

1. What is the key success factor of the Red Bull brand in the global/ Czech market?
2. What is the biggest threat for the Red Bull brand and how would you fight it?
3. Is there still any space for a new competitor in the Czech market of energy drinks?

Conclusion: The Bachelor Thesis is recommended for the defence.

Suggested Grade: **1**

Date: 08/05/2017

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