

Assessment of Bachelor Thesis – Academic Consultant



Study programme: **International Economic Relations**

Field of study: **International Business**

Academic year: **2016/2017**

Bachelor Thesis Topic: **Brand management of Tchibo**

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

Opponent: **Dipl.-Ing. Steffen Saemann**

	Criterion	Mark (1–4)
1.	Overall objective achievement	1
2.	Logical structure	2
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	2
8.	Language and stylistics	2

Comments and Questions:

The aim of the thesis was the analysis of the brand management of Tchibo. The theoretical part is well laid out and covers the most important aspects of the brand management theoretical concepts.

The author has used the framework developed by Scott M. Davis, which is broadly accepted by most of the experts in the field of marketing and brand management and it puts the most important terms (like brand identity, positioning and image) in the right relations.

The same concept has been applied on the Tchibo brand (with the respect to the Czech market), which should result in a thorough analysis of the brand situation in the market (also called as a brand audit).

Even though I appreciate the effort of the author to analyze all steps of the brand management of Tchibo, the whole analysis turns to be rather superficial. First of all, the author is not very consistent throughout the whole analysis – sometimes the brand is approached as a coffee producer and sometimes as a clothes producer, both approaches are being mixed constantly. Further, the author did not specify exactly/precisely the target audience for the coffee products, nor for the clothes products, whereas their positioning has been explained in a rather vague manner without direct relations to the competitors. Even in the end it is not clear enough, if and with which products the brand targets at young consumers.

However, I do appreciate the research performed by the author, which helped to reveal the image of the brand among young consumers. This research is valid and can provide several findings, which can be further used in the brand management of the brand.

The provided recommendations can also bring some added value to the brand.

Questions:

1. What is the exact positing of Tchibo as a brand that offers clothes? What is its target audience, what are the direct competitors and what is the USP of the brand?
2. Does Tchibo use a brand ambassador in the Czech market? Is it in line with its identity and positioning? If not, who should be the new brand ambassador?

Conclusion: The Bachelor Thesis is recommended for the defence.

Suggested Grade: **2**

Date: 14/05/2017

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