

Assessment of the Bachelor Thesis – Opponent



Study program: International Economic Relations
Field of Study: International Business
Academic Year: 2016/2017
Bachelor Thesis Topic: Brand Management of Tchibo
Author's Name: Marco Hodul
Consultant's/Supervisor's Name: Ing. Přemysl Průša Ph.D.
Opponent's Name: Steffen R. Sämann

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

Comments and Questions:

The bachelor thesis I have been reviewing has a very complex nature and to tackle this topic deserves recognition especially due to its importance, relevance and changing nature in current days. The used literature and sources are up to date and logically put together so they form a logical structure. Here although I would have chosen a more targeted approach of authors, which than could have been more relevantly referred to in the practical part when analyzing Tchibo as well as other brands. The goal of the work described as “Brand Management and the most important criteria from consumers point of view” have been analyzed very detailed but could have been put more into context with the interviews conducted, both with me and the consumers, maybe could have been boosted also by interviews with consumers in the Tchibo shops itself. Some of the assumptions resulting from his comprehensive desk research and analyzes deserve to be more verified by practical execution of marketing strategies as well as practical brand and consumer research applied in Czech Republic. Before going into the Brand Management of Tchibo part a summary of conclusions and focus areas from the theoretical part could have been be very helpful and served as a navigation as well as reference of the thesis. As for the most important part, the conclusions and consequently recommendations for Tchibo the thesis hit the marketing pain points of Tchibo very well. It's all about communicating the uniqueness of the Tchibo brand, providing seamless omni channel customer experience and targeting the customers of tomorrow via new “Young targeted” products and working on relevant contemporary shop formats. From a formal point of view I want to highlight the exceptional use of relevant English vocabulary and marketing language.

I would rate the work with a very good 2, especially with view on its future potential.

There are two topics I would explore more in the defense:

1. When talking about the elder structure of Tchibo customers, versus whom are you benchmarking them against (competitors, market average)? Pls explore more if this statement is fact based or subjective. If subjective, what methods would you apply to verify this?
2. What would you recommend to implement in the new shop layouts from a young customer point of view? Please be very concrete and benchmark vs competition?

Conclusion: Bachelor Thesis **is recommended for the defense**

Suggested Grade: 2

Date

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Opponent