

Assessment of Master Thesis – Academic Consultant



Study programme: **International Economic Relations**

Field of study: **International Business - Central European Business Realities**

Academic year: **2016/2017**

Master Thesis Topic: **Marketing Strategic Plan for Europa Capital's New Project: "Dome Prag" in Czech Republic**

Author's name: **Bc. Ella Rozmanová**

Ac. Consultant's Name: **Ing. Markéta Lhotáková, Ph.D.**

Opponent: **Mgr. Ivan Orsag**

	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	1
6.	Self-reliance of author	1
7.	Formal requirements: text, graphs, tables	1
8.	Language and stylistics	1

Comments and Questions:

Objective of the theses – proposal of marketing strategy for newly developed real estate project Dome Prague has fully been achieved. In the first chapter author has analyzed various theoretical approaches toward external and internal analyses, which she then very suitably applied throughout her market research and assessment of Czech / Prague real estate market from the perspective of the Dome Prague project. In line with the detailed market, customer and competitive analyses based on both primary (survey among potential customers) and secondary data author has proposed key elements of marketing strategy for Dome Prague. Based on the results of the research final chapter summarizes specific measures of marketing strategy including identification of potential segments, key differentiation points against competition and key elements of marketing mix. Results of the survey are well presented and summarized. The theses have very good logical structure and are written in a good level of English language. Question for defense: You are mentioning 4 potential segments Dome Prague could target. Could you please in more detail describe the segment, Dome Prague should focus on in the first stage of its activity? Please also suggest specific measures of marketing communication targeted to this segment at the first stage of the Dome Prague activity

Conclusion: The Master Thesis is recommended for the defence.

Suggested Grade: **1**

Date: 18/05/2017

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