

# 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: **The Fiat Brand – Issues and Opportunities of FCA Brand Portfolio Management**

Author's name: **Mattia Marmo**

Ac. Consultant's Name: **Ing. Petr Král, Ph.D.**

Opponent: **Ing. Jan Bockstefel**

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

## Comments and Questions:

The thesis deals with an interesting topic- the analysis of a brand that used to be very successful in the past but currently struggles since many years to find and define its position on globalized market.

The structure of the thesis is logical and follows the goal. The thesis offers several interesting insights related to the history of the FCA brands and their current problems. It is a shame that the author was not successful in organizing some interviews with company's representatives which were planned and which could have made the thesis more interesting and relevant for practical purposes. As the result I feel that the thesis now is too descriptive and the conclusions are weaker than they could have been.

On the other hand, the author's conclusions and recommendations are logical and based on the secondary data analysis the author conducted.

For the final defense I suggest following questions: 1. Do you think that the number of brands that the FCA group owns now could be kept on the long run? Explain, please. 2. Could the FCA case be relevant for companies in other industries (as best or worse practise example)?

**Conclusion: The Master Thesis is recommended for the defence.**

Suggested Grade: **2**

Date: 30/05/2017

**Ing. Petr Král, Ph.D.**  
Academic Consultant