

Assessment of the Master Thesis – Opponent



Study program: 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/Supervisor's Name: Petr Král
Opponent's Name: Jan Bockstefel

	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	1
7	Formal requirements: text, graphs, tables	2
8	Language and stylistics	2

Comments and Questions:

The thesis describes the history of the FCA brands (with a focus on the FIAT-Family), including individual brand identities and strategies. A separate part is dedicated to the near future plans and opportunities for FIAT.

Questions:

- 1) Don't you expect an "offensive" of the American brands owned by FCA on the European market?
- 2) It is known (and described in the thesis) that IT/tech companies, such as Google or Apple are investing into self-driving cars and related technologies. Can FCA benefit from the fact, that they have also background in the United States?

Conclusion: Master Thesis is recommended for the defense

Suggested Grade: 1

Prague, 26. 5. 2017

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Opponent