

Bachelor's Thesis Evaluation by the Supervisor

Title of the Bachelor's Thesis:

Brand Extension: a Case Study of Starbucks

Author of the Bachelor's Thesis:

Artem Bokii

Goals of the Bachelor's Thesis:

The aim of this thesis is to investigate in detail the brand extension case of Starbucks Company and to reveal its main advantages and drawbacks. The research question is the following: What were the main advantages and drawbacks in Starbucks' brand extension case, and how could this deal be improved?

EVALUATION OF THE BACHELOR'S THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	9
2. Demands on the acquisition of additional knowledge or skills	9
3. Adequacy and the way of the methods used	9
4. Depth and relevance of the analysis in relation to goals	9
5. Making use of literature/other resources, citing	10
6. The thesis is a well-organised logical whole	9
7. Linguistic and terminological level	10
8. Formal layout and requirements, extent	8
9. Originality, i.e. it is produced by the student	8
10. Practical/theoretical relevance/applicability	9
Total score in points (max 100)	90
Final grading	výborně (1)

Overall evaluation (cca 150 words):

The presented theses deals with the issue of brand extension in the context of Starbucks company. In the theoretical part, author summarizes the work of leading authors in the field of branding and brand extensions. This part of the work is logically structured and I appreciate that the author has done deep literature review. In the practical part, author uses the method of case study and comparative analysis and tries to identify key success factors for brand extension by using Starbucks case and other companies from different industries. In the end, he presents synthesis of the findings from theoretical and practical part and formulates recommendations for business practise. Questions: 1) On page 36, you state that in order to succeed, company should stick to spin-offs from its target maket, still adjacent to it. How do you explain, that for example Mitsubishi company can succesfully operate on very diverse markets, such as vacuum cleaners, space systems, transportation, cars, industrial robotics? 2) What is the difference between brand extension and brand repositioning?

The name of the supervisor:

Ing. Martin Machek, Ph.D.

The employer of the supervisor:

Department of Marketing