University of Economics, Prague
Faculty of Business Administration

Master´s Thesis Evaluation by the Opponent

Title of the Master´s Thesis:

Brand Extension

Author of the Master´s Thesis:

Artem Bokii

Goals of the Master´s Thesis:

to investigate in detail the brand extension case of Starbucks Company and to reveal its main advantages and drawbacks

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

Overall evaluation, additional questions or comments:

The thesis deals with an interesting a current topic. The structure is logical and the text is easy to read. The theoretical part is very nice and the literature review almost perfect. I would just suggest that in this part the author should have concentrated more on brand extension and less on general branding theories. The practical part delivers interesting results even though it is based solely on analysis of secondary sources. I believe that in this part the author could have gone more into detail and then could have derived more interesting conclusions. Now I feel that the conclusions are somehow obvious. There are some spelling mistakes and also some formal problems (such as quotations in the theoretical part where the author quoted someone but as a source he indikated someone else). For the defense I suggest following questions: 1. In your thesis you did not elaborate on the reasons why the cooperation of Starbucks with Unilever was not successful. Please, explain what were the reasons behind. 2. You suggested that Starbucks should have developed its own know how in the ice- cream market in the first successful stage, so that it could have continued further. But what would be the motivation of the partners to join such business if, at the end, their know- how would be stolen?

The name of the opponent:

Ing. Petr Král, Ph.D.

The employer of the opponent:

University of Economics, Prague, Department of International Business

I honestly declare that I am not in any allied relatioship with the author of this Master´s Thesis.

01 June 2017

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Signature of the opponent