

Bachelor's Thesis Evaluation by the Supervisor

Title of the Bachelor's Thesis:

Marketing analysis of software sales in the business to government market

Author of the Bachelor's Thesis:

Patricia Krausová

Goals of the Bachelor's Thesis:

The purpose of this thesis is to analyze the marketing strategy used by Atbon a.s. to launch a new software product on the B2G market. Firstly the general characteristics and requirements for launching a software product on the B2G market will be discussed. Secondly, the cases study of Atbon, a.s. will be used in order to critically analyze the company's marketing strategy and suggests recommendations for improvement.

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	10
7. Linguistic and terminological level	10
8. Formal layout and requirements, extent	10
9. Originality, i.e. it is produced by the student	9
10. Practical/theoretical relevance/applicability	9
Total score in points (max 100)	94
Final grading	výborně (1)

Overall evaluation (cca 150 words):

The presented theses deals with the issue of marketing of a software company in the B2G market. In the theoretical part, author analyzes the specifics of B2B and B2G markets and presents key theoretical concepts from leading authors in given fields. This part of the work is logically structured. The practical part analyzes marketing activities of a selected software company by use of the tools presented in theoretical part of the work. Specific recommendations and conclusions are presented in the last chapter based on previously acquired information and analysis. Overall, the presented work meets the requirements for bachelor thesis and I recommend it for the defense. Questions: In addition to international expansion, can you think of other possible strategies that can help Atbon to assure its long-term growth? What would be the role of Instagram and Facebook in the online communication of Atbon and why do you think that those platforms are relevant for marketing communication in B2G market? ?

The name of the supervisor:

Ing. Martin Machek, Ph.D.

The employer of the supervisor:

Department of Marketing