

Bachelor's Thesis Evaluation by the Opponent

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

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	8
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	9
9. Originality, i.e. it is produced by the student	9
10. Practical/theoretical relevance/applicability	9
Total score in points (max 100)	92
Final grading	v ý b o r n ě (1)

Overall evaluation (cca 200 words):

The author deals with the issue of marketing activities of a software company Atbon when launching their product in the B2G market. The theoretical part clearly summarizes key theories related to the selected theme using relevant scientific sources, elaborating in detail selected marketing principles in the B2B and B2G segments. In the practical part, the author shows valuable analyses of market environment. The marketing mix part could be improved by deeper evaluation of marketing mix used for B2G market launch in order to support given recommendations.

Question/s from the opponent:

1/ What do you see as the most competitive advantage of Zorro product in B2G sektor except price? 2/ Which communication tool from your recommendation do you see as the most urgent to implement and why?

The name of the opponent:

Ing. Daniela Kolouchová

The employer of the opponent:

University of Economics, Prague, Faculty of Business Administration, Department of Marketing

I honestly declare that I am not in any allied relationship with the author of this Bachelor's Thesis.

29 May 2017

Signature of the opponent