

Bachelor's Thesis Evaluation by the Opponent

Title of the Bachelor's Thesis:

Branding of Russian payment system

Author of the Bachelor's Thesis:

Iuliia Trofimchuk

EVALUATION OF THE BACHELOR'S THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	8
2. Demands on the acquisition of additional knowledge or skills	8
3. Adequacy and the way of the methods used	7
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	8
7. Linguistic and terminological level	6
8. Formal layout and requirements, extent	8
9. Originality, i.e. it is produced by the student	8
10. Practical/theoretical relevance/applicability	8
Total score in points (max 100)	77
Final grading	velmi dobře (2)

Overall evaluation (cca 200 words):

The author deals with the process of creating and promoting a new brand and product MIR in the banking system in Russia. The theoretical part clearly summarizes key concepts related to branding in banking industry with a focus to Russian market specifics using wide and relevant review of literature on a very high level. In the practical part, the author describes the launch of new payment system "MIR" as a local reaction to international payment systems Visa and Master Card with a focus on communication activities in selected banks. The author presents relevant information and facts with corresponding recommendation but without deeper analysis mainly in "branding" territory.

Question/s from the opponent:

1) What do you see as the most competitive advantage of the new MIR system for its target audience? 2) Which communication tools increasing and improving brand image of new MIR payment system would you recommend?

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