

***Master's Thesis Evaluation by the Supervisor***

***Title of the Master's Thesis:***

Direct Sales and Its Impact on Auto motive Distribution

***Author of the Master's Thesis:***

Jan Belinger

***Goals of the Master's Thesis:***

to discuss the direct distribution model in the automotive industry and to suggest an optimal distribution strategy for the defined original equipment manufacturer

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	10
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	9
8. Formal layout and requirements, extent	10
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	10
<b>Total score in points (max 100)</b>	<b>95</b>
<b>Final grading</b>	<b>Excellent (1)</b>

***Overall evaluation, additional questions or comments:***

The thesis deals with a very interesting and very challenging topic- namely the possibilities to use a direct distribution model in the car-making industry. The thesis is logically organized and clearly leads to the goal. The language is appropriate, the literature review in the first chapter is impressive, especially given the fact that there is not much literature existing on this topic. The results are interesting, the major limitation for the implications is the fact, that only two interviews were conducted which does not enable to generalize the findings. For the final defense I suggest following question: How do you assess the potential of online sales in the automotive industry especially when it comes to the consumer experience, service and assistance for the consumer and the added value of this sales channel for final consumer? What are, in your opinion, the biggest challenges of online sales from the perspectives of the car maker?

***The name of the supervisor:***

Ing. Petr Král, Ph.D.

***The employer of the supervisor:***

University of Economics, Prague, Department of International Business

05 June 2017

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Signature of the supervisor