

Master's Thesis Evaluation by the Opponent

Title of the Master's Thesis:

Direct Sales and Its Impact on Automotive Distribution

Author of the Master's Thesis:

Bc. Jan Belinger

Goals of the Master's Thesis:

This thesis aims mainly to discuss the direct distribution model in the automotive industry, as an alternative to a traditional indirect distribution model. The main goal is to suggest an optimal distribution strategy, using some variation of the direct distribution model, for the defined original equipment manufacturer. Furthermore, the impact of the direct distribution model will be evaluated both qualitatively and quantitatively.

EVALUATION OF THE MASTERS' THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	10
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	9
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	9
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	10
Total score in points (max 100)	94
Final grading	Excellent (1)

Overall evaluation, additional questions or comments:

The topic of this Master's thesis concerns the direct distribution model in the automotive industry and its application in practice. Automotive industry is a worldwide phenomenon and its importance for the Czech Republic cannot be more stressed. Many papers focus on the topic of automotive industry. However the distribution, despite its importance, remains usually outside the researchers' attention. The fact that the author of this thesis pays attention to this rather niche area, deserves a commendation. It is almost inevitable that the automotive industry itself will have to start diverting from the traditional model of distribution, due to changes in customers' preferences; driven by the new trends and technologies that affect practically every area of our lives. The thesis is well organized, structured in a logical way and clearly demonstrates the originality and deep interest of the author. For the future it would be advisable avoiding frequent repetition of facts, sometimes even on the same page. The primary research conducted in the form of in-depth interviews with two experts from the automotive industry is an added value of this thesis. The information collected from these interviews has been used well throughout the thesis. However it is not clear whether it was the author's aim to identify the interviewee A in the thesis only as a "distribution strategy specialist working for a Czech OEM" and later identify his employer in Appendix B. ...the rest of the text attached on the second page...

The name of the opponent:

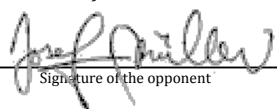
Ing. Josef Müller

The employer of the opponent:

Junior Achievement, o.p.s.

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

05 June 2017


Signature of the opponent

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Another value added of this thesis is the analysis of the functional direct distribution models in other industries on the example of Apple and Nespresso and their possible application on the automotive industry.

The author also clearly states the limitations of the thesis. One of the limitations is the area of legal implications. They have a strong influence on distribution models in the automotive industry, especially in the European Union. However, their current state and especially the future development remain unclear even to industry experts. Another area that could be developed much more in the thesis is the area of aftersales; as further research of this topic and its possible developments could have an impact on the conclusions of the thesis.

Overall the thesis is of high quality and deserves the final grading "Excellent". The topic of this thesis could be very well used for further research. For the defence of the thesis the author could elaborate further on the following:

How could these three current trends affect the proposed direct distribution model in the automotive industry?

- a) Creation of large dealership groups through acquisition of smaller independent dealerships by one company
- b) Decreasing interest in diesel powered cars driven especially by regulation and "Dieselgate" affair
- c) New General Data Protection Regulation (GDPR) coming into force in 2018