

Master's Thesis Evaluation by the Opponent

Title of the Master's Thesis:

Impact of sustainability measures
in the specialty coffee supply chain

Author of the Master's Thesis:

Jasmin-Maria Hopp

EVALUATION OF THE MASTER'S THESIS

Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	10
2. Demands on the acquisition of additional knowledge or skills	9
3. Adequacy and the way of the methods used	8
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 requirements, extent	9
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	9
Total score in points (max 100)	92
Final grading	výborně (1)

Overall evaluation (cca 200 words):

The author has dealt, in a very informative and reader friendly way, with the topic of Socially Responsible coffee farming. She has laid out the present situation and has made some very compelling recommendations for improvements in the way that the coffee itself is grown and harvested. Her recommendations call for greater "interaction" between grower (producer) and end consumer; the grower to instigate more sustainable methods at his end of the production process (the agricultural part), while the consumer must understand the necessity of the new methods and be willing to pay extra for the now more sustainable product. Given the current relevance of the topic and the high quality of the author's work, I have no hesitation in recommending that this thesis goes forward for defence.

Question/s from the opponent:

1] How do we know that coffee drinking among the "eco-conscious" consumers (we must assume that they are not the majority of coffee consumers) will not switch to herbal/fruit teas or any other fad that takes their fancy, thus leaving a lot of

The name of the opponent:

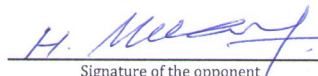
Mag Mohamed Meeran Mohiadeen Habeeb Mohamed, MBA

The employer of the opponent:

Vysoká škola ekonomická v Praze
nám. W. Churchilla 1938/4

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

04 September 2017


Signature of the opponent