

Bachelor's thesis evaluation by the opponent

Title of the Bachelor's thesis:

Digitalization and brand management in the fashion industry

Author of the Bachelor's thesis:

Karina Toporova

Objectives of the Bachelor's thesis:

The goal of the thesis is to determine the impact of digitalisation in the fashion industry and to compare customer experience using a process with digital elements and a process without digital elements.

| EVALUATION OF THE BACHELOR'S THESIS | |
|--|----------------------|
| Criteria (max. 10 points per category) | Points awarded |
| 1. The objectives of the thesis are evident and accomplished | 7 |
| 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 objectives | 7 |
| 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 | 7 |
| Total score in points (max 100) | 87 |
| Final grading | Very good (2) |

Overall evaluation and questions to be answered in the course of the defense:

Presented thesis is focused on up to date topic of digitalization. In the theoretical part author provides great overview of the fashion industry, which is easy to understand even for complete laic. Practical part provides detailed description of the luxury brand Burberry, its history, brand management and process of digitalisation. What is also pushing the quality higher is the extensive use of literature and various sources. , Although I enjoyed reading the thesis, I came across few shortcomings. After reading the through the thesis, and getting to know all the specifics of the luxury fashion industry, I would consider changing the name of the thesis to "Digitalization and brand management in the luxury fashion industry".

- p.8 - The Fashion Pyramid is introduced here with five major fashion categories. It would have been nice to include some brand examples in each category. It is very difficult to match the brands with the fashion category it belongs to. It is also not clear what "uncertainty" stands for in the pyramid model. Could author explain that?
- p.19 - It is stated, that: "the data research is used for both theoretical and practical parts of BT, in order to go to the depth of the topic and answer to the uncertainties." What are those uncertainties? And what are the answers?
- p.23 - CBBE model could have been described in theoretical part in more detail.
- p.24 - Customer experience analysis - very general, not specific for the Burberry. The main technologies, that are often used in brick and mortar and e-commerce are described. Also Some examples of instore technologies. Which of them are being used by the Burberry?
- p.29 - The Burberry is often referred as the first fully digital brand (from 2006) or fully digital enterprise in the thesis. After reading whole thesis, I am not sure, what should I imagine under the term. Could author explain the term fully digital luxury enterprise?

Despite the great potential the thesis has, it seems to me it remained unfulfilled. By reading the the practical part, I would expect deeper elaboration on the digital transformation. Author touched just a few aspects of the digital transformation, related only to the brand management.

Name of the Bachelor's thesis opponent:

Karel Pernica

Occupation of the Bachelor's thesis opponent:

KSG

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

June 17, 2018

Signature of the Bachelor's thesis opponent