

Assessment of Master Thesis – Academic Consultant



Study programme: **International Economic Relations**

Field of study: **International Business - Central European Business Realities**

Academic year: **2017/2018**

Master Thesis Topic: **Market Entry Strategy for Countrylife into Russian Market**

Author's name: **Bc. Tatiana Lifanova**

Ac. Consultant's Name: **Ing. Markéta Lhotáková, Ph.D.**

Opponent: **Ing. Jaroslav Halík, MBA, Ph.D.**

	Criterion	Mark (1–4)
1.	Overall objective achievement	1
2.	Logical structure	2
3.	Using of literature, citations	2
4.	Adequacy of methods used	1
5.	Depth of analysis	2
6.	Self-reliance of author	1
7.	Formal requirements: text, graphs, tables	2
8.	Language and stylistics	2

Comments and Questions:

The objectives of the thesis are to suggest market entry strategy of Country life bio retailer on Russian market. In the 1st chapter author introduces some basic concepts and strategies related to market entry as macro and micro analyses, segmentation and marketing mix. The theory is presented without deeper analyses and interconnection. In the 2nd chapter author offers overview of different attitudes toward organic/ bio and green products including differences in labeling and legislation, followed by analyses of Russian organic market in the 3rd chapter. Country life's strategy on its home market (Czech Republic) is elaborated in the fourth chapter. Although author did not have access to any internal data of the company, she has made a good use of publically available data. Additionally to the secondary data, author has conducted own research. Both qualitative (2 interviews) and quantitative were targeted to better understanding of behavior and attitude of Russian consumers towards organic products. Based on all research author has suggested market entry strategy for the company including mode of entry, segmentation and targeting and marketing mix. The theses meet all requirements for defense, although minor mistakes in spelling and citations are present.

1. Please estimate the market size (potential number of customers for country life products, assuming you launch the brand according to your suggestion – only in Moscow and St. Petersburg. 2. Based on the target segment you have suggested in your strategy, please define differentiating positioning for Country life on Russian market. Please formulate positioning statement and prepare positioning map.

Suggested final grade 1-2 depending on defense

Conclusion: The Master Thesis is recommended for the defence.

Suggested Grade: **2**

Date: 07/08/2018

Ing. Markéta Lhotáková, Ph.D.
Academic Consultant