

# Assessment of Master Thesis – Opponent



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	<b>1</b>
2.	Logical structure	<b>2</b>
3.	Using of literature, citations	<b>1</b>
4.	Adequacy of methods used	<b>2</b>
5.	Depth of analysis	<b>2</b>
6.	Self-reliance of author	<b>1</b>
7.	Formal requirements: text, graphs, tables	<b>2</b>
8.	Language and stylistics	<b>2</b>

## Comments and Questions:

The main focus of this Master's Thesis is to analyze and recommend an optimal market entry strategy of the organic grocery Countrylife into the Russian market. The author firstly defines theoretical frames of marketing theory and models assessing the business environment. In this part, whatever it is mostly a compilation, she proved good knowledge and has composed an interesting set of data. In the analytical part, she paid attention to the behavior and attitudes of Russians towards organic products. She ran her own research based on which she formulated a certain marketing strategy and the possible ways of entry into the Russian market. The summary statements could have been more elaborated and provide in that sense a reader with clearer and more relevant recommendations. Generally, the author has proved her ability to apply theory in practice, aims and structure are clear, linguistic and formal requirements are on an average level but still adequate to the official norms and requirements. Questions: 1) Should the Russian market with organic products be encouraged or even subsidized by the government, or do you think it might have the potential to grow itself just on the supply-demand principle? 2) Which generation rather inclines to the organic, the young people or the senior consumers?

**Conclusion: The Master Thesis is recommended for the defence.**

Suggested Grade: **2**

Date: 15/08/2018

**Ing. Jaroslav Halík, MBA, Ph.D.**

Opponent