Master´s Thesis Evaluation by the Opponent

Title of the Master´s Thesis:

Channel Marketing Management for the Industrial Manufacturer

Author of the Master´s Thesis:

Bc. Ulyana Makarava

Goals of the Master´s Thesis:

The goal is to analyze how manufacturer markets its product vith distribution network and to suggest improvements, based on performed literature research and interviews with four distributors from Central and Eastern Europe.

Evaluation:

	Criteria	Description	Max. points	Points
Content 70%	Output Quality	Results are well-structured and clear; the output is very relevant for the company and provides great insight as well as practical actions to improve marketing management. The work provided recommendations where to focus resources next, highlighted importance of more structured and strategic and thinking. Theoretical overview is profound, also some important areas for topic that are not directly connected with marketing have been thoroughly researched.	20	20
	Goals	The goals of this thesis are evident and accomplished, all the questions answered, recommendations are clear, prioritized and immediately implementable by the company	10	10
	Methodology:	Methods are adequate, interview addressed important areas and included interesting insights, despite certain difficulties in execution (difficult to ensure anonymity, etc.). I appreciate that author provided high-level as well as specific outcome of the interviews and stressed questions regarding resellers, since including resellers to the scope was challenging, but helps to fully understands their point of view and challenges.	20	17
	Theory/ Conceptualization:	Author demonstrates in-depth understanding of the topic area, including key concepts, terminology, theories, definitions as well as realities and limitations of channel management work. Literature review is relevant, some concepts and findings are new to the company and can be used internally, summarizing theoretical learnings would will contribute to better approach to our channel marketing management.	20	19
Formal requirements 15%	Structure:	The thesis is a consistent, well-organised logical whole, navigation between chapters is easy	3	2
	Terminology:	Good linguistic and terminological level	4	4
	Formalities:	Formal layout and requirements met, abstract present	4	3
	Citing:	Good quality of citations, a lot of resources have been used	4	4

Delivery 15 %	Presentation document:	Is the presentation itself structured in a clear way? Is it appealing and easy to follow? Does it convey the message efficiently?	5	
	Presentation skills:	Are you conveying the message efficiently and timely? Do you use appropriate words, speed, tone of voice, gestures, movement etc. to express your thoughts in a clear manner?	5	
	Argumentation:	Are you able to readily and briskly react to questions or comments? Are you able to explain unclear parts and connect comments to relevant places in your presentation or parts of particular analyses? How well are you able to defend to your ideas and recommendations?	5	
			100	0

Other comments:

The Objective of this thesis, to examine marketing channel management for the industrial manufacturer, has been fulfilled. The goal was to analyze how the manufacturer markets its product through distributors and to suggest improvements, and it is achieved. The results are relevant and practical. It is also useful for the company that I work for, which operates CEE region, as we can use not only suggestions but analysis itself to deeply understand how to approach and tackle our distribution channel. It is admirable that there is a great deal of theoretical research combined with practical data, exploring complete marketing management circle. What is lacking is the inclusion of resellers and end customers which could deepen the complete picture, but the limits per this thesis are reasonable justification, and the results provided are valid and applicable to whole distribution channel. What is very welcoming, is that Ms Makarava provided in her work concrete suggestions for the theoretical improvements, but also suggestions for concrete practical steps, all of which could be followed in practice. Overall, the thesis is nicely presented, and I can see that it can help in daily work. Also, it could be great material for the basic onboarding for people in channel distribution team.

Questions or comments to be discussed during the thesis defence:

Can you elaborate more on a new MDF process, mentioned on p.96. Additionaly, do you think that MDF budget should be disclosed to partners, and if so, would you say that it would straighten partners motivation?
You mentioned that there are various reasons for stagnating performance, what would you say in your opinion, how blockers can be eliminated?

The name of the Opponent:

M.Sc. Eng. Miloš Jovanović

The employer of the Opponent:

Channel sales manager for CEE at "Alpha

Date 22. 1. 2019

Signature of the Opponent: