

## Master's Thesis Evaluation by the Supervisor

### Title of the Master's Thesis:

Analysis of current ŠKODA AUTO loyalty incentives and insights for a future loyalty strategy

### Author of the Master's Thesis:

Bc. Kevin Hargas

### Goals of the Master's Thesis:

Design loyalty program and verify it with customers of the client. Pursue a feasibility study for suggested loyalty program.

### Evaluation:

	Criteria	Description	Max. points	Points
Content 70%	Output Quality	The thesis is sometimes unbalanced in form. Commercial and science-oriented passages are mixed.	20	15
	Goals	The target market could be specified more precisely.	10	8
	Methodology:	The target group and the sampling methods could be better described.	20	15
	Theory/ Conceptualization:	The theoretical part is nicely structured. The author cites scientific sources.	20	19
Formal requirements 15%	Structure:	Some information (lines, paragraphs) in the practical part are very brief.	3	2
	Terminology:	Linguistic and terminological level is appropriate.	4	4
	Formalities:	Adequate	4	4
	Citing:	Adequate	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 author describes the important marketing theme – customer loyalty. He concentrates on the automotive sector. It should be noted that the author changed the supervisor shortly before the thesis submission.

This is the second, upgraded, version of the thesis.

It is evident, that the author concentrates on the topic systematically for a long period.

The theoretical part is written clearly and is very good connected to the topic of the research. The practical part is based on four research techniques: Individual Interviews, focus group, quantitative research (questioning) and thinking workshop. But the practical part gives the impression that it is composed of the results of partial research reports. Quantitative research is now boosted to n = 153 respondents. The author could better explain and describe the characteristics of the target group and the structure of the sample.

The thesis in some parts looks more like a commercial presentation than a scientific thesis.

However, the research questions, set by the author, have been fulfilled and there are clear answers and recommendations.

#### **Questions or comments to be discussed during the thesis defence:**

- 1) Can you specify the positioning of SKODA AUTO brand towards its main competitors on the Czech market?
- 2) What is your opinion on alternative fuels (electricity, hydrogen)? How do you see the future of automotive industry?

#### **The name of the Supervisor:**

doc. Mgr. Radek Tahal, Ph.D.

#### **The employer of the Supervisor:**

Faculty of Business Administration, Marketing department

**Date** 29. 8. 2019

#### **Signature of the Supervisor:**