

# Assessment of Master Thesis – Academic Consultant



Study programme: **International Economic Relations**

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

Academic year: **2018/2019**

Master Thesis Topic: **Foreign Market Entry Strategies and Challenges that Enterprises May Face: Turkish Leather Manufacturer's Entry Into the Czech Market**

Author's name: **Mediha Dilara Aktaş**

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

## Comments and Questions:

The objectives of the theses is to identify opportunities for Turkish small and medium sized leather fashion manufacturers on Czech market. The author has defined the theoretical basis of major market entry concepts and strategies as well as modes of entry. Using these concepts she analyzed Czech market with focus on leather industry. Although using these basic concepts, she gathered some interesting data concerning the leather fashion in Czech Republic. To supply the missing data, she has conducted primary research focused on preferences of Czech consumers while buying leather fashion products. I missed deeper analyses of competitive environment as well as retail / distribution channels. Conclusions of her theses contain recommendations for Turkish companies considering entry of the Czech market. While author has formulated some interesting recommendations concerning the general market and consumer needs, more detailed analyses and recommendations would be needed in other areas such as distribution channels, competition and marketing communication. Author has demonstrated relatively good work with literary source, cited them correctly and made use of them throughout the theses. The language as well as logical structure of the theses are good. Recommended grade 2-3 depending on defense

Please, based on your primary and secondary research define profile of your target audience Please analyze and recommend suitable specific retail channels for Turkish leather products.

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

Suggested Grade: **3**

Date: 22/07/2019

**Ing. Markéta Lhotáková, Ph.D.**  
Academic Consultant