

Assessment of Master Thesis – Opponent



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 Aktas**

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

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

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

Comments and Questions:

The Master's Thesis focuses on investigating the ways a Turkish leather manufacturer can enter the Czech market. The author firstly analyzed the Czech business environment including economic, demographic, political and technological factors. Then she conducted own field research in order to understand the consumer behavior as well as preferences in the market. A lot of data was collected in this analytical part, however, a big portion of them went far beyond the actual focus of the dissertation and did not bring too much value to the final conclusions. In the practical part the author compared several market entry modes and identified the main factors affecting the possible strategy. She found out that people earning considerably high tend to buy only from stores rather than e-shops, they have very high brand preference, boots are the most preferred leather products by both genders, bags and appliances are the women's, and casual leather shoes are the men's most preferred goods. In the end she recommends choosing the mode of indirect exporting based on establishing a partnership with a local Czech company. Her major arguments are reduction of risks, lower investment needs, and better fit with local consumer preferences. Although I may agree with this conclusion, the depth of the author's arguments is only on average level and deserves more elaboration. I recommend the Thesis for defense, suggested grade is between 2 and 3 depending on oral presentation. Questions: 1) How can European Union–Turkey Customs Union affect direct imports of leather product to the Czech Republic? 2) What should change in order Turkish leather producers could establish direct production capacities on the territory of the Czech Republic?

Conclusion: The Master Thesis is recommended for the defence.

Suggested Grade: **2**

Date: 29/07/2019

Ing. Jaroslav Halík, MBA, Ph.D.

Opponent