

Assessment of the Master Thesis – Supervisor

Study program: Economics and Management

Field of Study: International Business – Central European Business Realities

Academic Year: 2018/2019

Master Thesis Topic: Entry Strategy Of Global Corporations On The Markets Of Non-EU Countries (India)

Author's Name: Shrey Mehra

Ac. Consultant's/Supervisor's Name: doc. Ing. Mikuláš Pichanič, CSc.

Opponent's Name: Ing. David Říha, MBA, Ph.D.

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

Comments and Questions:

The thesis consists of 3 chapters and conclusions. The core of the thesis represents the chapter 3- Wall-mart Company and Market Entry Strategy to India. The author presents detailed analysis of retail market, which can serve as source of knowledge for international companies intending to enter Indian retail market.

Questions for the discussion;

1. Which entry strategy besides Joint Venture and wholly owned units would be suitable for operating on Indian market?
2. Which products produced in the Czech Republic would have the greatest chances to enter Indian market and using which entry strategy (see. Page 52)?
3. The main strategy adopted by Walmart in global expansion is by through acquisition of existing and well-established domestic retail chains while working upon reducing the distribution cost of goods. Aren't there any legal obstacles for this praxis which culminates in destroying unorganized retails and thus unemployment?

Conclusion: Master Thesis is recommended for the defense

Suggested Grade: very good

Prague, 09/25/2019

doc. Ing. Mikuláš Pichanič, CSc,
Supervisor