



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: Globalization and its Impact on Business Strategies

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Opponent's Name: Ing. David Říha, 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	3
5	Depth of analysis	3
6	Self-reliance of author	1
7	Formal requirements: text, graphs, tables	2
8	Language and stylistics	3

Comments and Questions:

The thesis consists of 3 chapters and conclusions. Globalization has created completely new opportunities for multinational corporations. Incredible economic growth of emerging economies of China and India based upon elimination of business borders gave an impetus for thousands of MNCs for starting businesses in both these countries. The author logically selected topic of formulation strategies for entering this highly competitive markets. The second chapter analyses the markets of both countries and culminates in recommendation for formulation of entry strategies. The selected company –Kofola- sells drinks which face the very intensive competition of internationally recognized companies- in this relation I miss a little more specific recommendation for successful competitive strategies on market beverages. Questions for the discussion;

1. Is there any relation between the per capita GDP growth and spending for more expensive nonalcoholic beverages? (in India or China).
2. Which biggest barriers are necessary to overcome while entering the Chinese (Indian) beverages market?
3. Chinese market as a whole is too big for a company like Kofola- which entry strategy would you recommend - Joint Venture-Merger or only distribution ?

Conclusion: Master Thesis **is recommended for the defense**

Suggested Grade: good

Prague, 3.1.2020

doc. Ing. Mikuláš Pichanič, CSc,
Supervisor