

# CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

## Evaluation of the Diploma Thesis by Opponent

Thesis Title **Marketing Strategy of Syntex s.r.o**

Name of the student **Pouneh Bahrapour, BSc**

Thesis supervisor **Ing. Stanislav Rojík, Ph.D.**

Department **Department of Management**

Opponent **Mgr. Marta Nováková**

Institution **Datacom**

Position **Marketing Specialist**

Evidence of a logical process being used	1	2	3	4
The structure of paragraphs and chapters	1	2	3	4
Formal presentation of the work, the overall impression	1	2	3	4
Formulation of objectives	1	2	3	4
Choice of appropriate methods and methodology used	1	2	3	4
Professional contribution of the work and its practical usage	1	2	3	4
Work with data and information	1	2	3	4
Work with scientific literature (quotations, norms)	1	2	3	4
Clarity and professionalism of expression in the thesis	1	2	3	4
Summary and key-words comply with the content of thesis	1	2	3	4
Fulfillment of objectives	1	2	3	4
Thesis topic and thesis significance (relevance)	1	2	3	4
Theoretical background of an author	1	2	3	4
Comprehensibility of the text and level of language	1	2	3	4
Formulation of conclusions	1	2	3	4
Evaluation of the work by grade (1, 2, 3, 4)				<b>2</b>

Evaluation: 1 = the best

Date 28/04/2023

Signature of Opponent

**Other comments or suggestions:**

Strength of this topic is theoretical background of the author. Analysis are more general than should be useful for this thesis focused on marketing strategy. Also recommendations are formulated quite general.

**Questions for thesis defence:**

What is opinion of the management of the organization on your recommendation?

What is currently main risk and main opportunity for your company?



Date 28/04/2023

.....  
Signature of Opponent