CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

Evaluation of the Diploma Thesis by supervisor

Thesis Title	**Marketing Strategy of Syntex s.r.o**
Name of the student	**Pouneh Bahrampour, BSc**
Thesis supervisor	**Ing. Stanislav Rojík, Ph.D.**
Department	**Department of Management**

Logical process being used, work with data and information	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 scientific literature (quotations, norms)	1	2	**3**	4
Clarity and professionalism of expression in the work	1	**2**	3	4
Author's stance and approach to the addressed problems	1	**2**	3	4
Summary and key-words comply with the content the thesis	1	**2**	3	4
Fulfillment of objectives	1	**2**	3	4
Author's co-operation with supervisor and department	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)				**2**

Evaluation: 1 = the best

Date 26/04/2023

el. signed by Ing. Stanislav Rojík, Ph.D. *on* 26/04/2023 17:24
Supervisor signature

Other comments or suggestions:

In my opinion, the presented diploma thesis meets the conditions set for this type of qualification thesis. But e.g. used sources are somethimes very old. Also analysis and final chapter with author´s own recommendation is too general and should me more specific for good marketing strategy resolution. Therefore my score of this thesis is very good.

Plagiarism control: The system Theses.cz has not assessed the thesis as suspicious.

Date 26/04/2023

el. signed by Ing. Stanislav Rojík, Ph.D. *on* 26/04/2023 17:24

Supervisor signature