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Abstract of Diploma Thesis



Economic evaluation of Visegrad brand

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Summary

Due to Globalization the number of multinational companies and supermarkets have increased in the world as well as in Central Europe. It is a very successful and useful step which facilitates the life of everyday people. The consumers can buy any product they want at cheaper price than ever. The companies would do everything to satisfy and keep their consumers. It is clear that the owner of benefits from this situation is the consumer.

Unfortunately as everything, this situation has a negative side too. The decreasing number of domestic goods and producers is one of the negative consequences. The main goal of the thesis is to explain why the creation of Visegrad brand is an important step in alliance of V4 countries (CZ, SVK, HUN, PLN). Furthermore it shows how the brand would help to domestic producers and what impacts would it has. To get a real picture and useful result firstly it is necessary to get a clear picture about the Visegrad alliance, specifically how is the member states economy and agriculture operating, concretize the exports and imports of these countries, identify the main export and import partners of V4 countries, analyse how the domestic trademarks of these countries are functioning and how does their structure look like.

Finally the thesis determines the deficiencies of the above mentioned areas. Necessary part of this research is also construction and processing of questionnaire where both consumers and producers are surveyed in order to understand better the significance of this branding strategy. Based on the results a regression analyses will be made. With the help of the results of the above mentioned areas the paper shows a complete operational structure of the brand and justifies why the creation of Visegrad brand is important and necessary in V4 alliance.

Key words

Visegrad, agriculture, economy, brand, product

Main aims

The Diploma Thesis deals with economic evaluation and creation of Visegrad brand. The main aim is to construct the Visegrad brand. To get successfully this phase first of all the thesis has to identify the economic and agriculture position of Visegrad countries. Furthermore another aim is to find the way how to increase the amount of food products in each Visegrad country with origin from the other three Visegrad countries. The last important aim is to evaluate the necessity of creation of the Visegrad brand

Methodology

Research:

Nonrecurring research: Has been used to evaluate the Visegrad alliance since the change regime till the present days

Indicative research: has been used to evaluate the agriculture cooperation between the V4's

Comparison:

The second method of comparing comprises measurements, investigation and objectification has been used. More detail to compare the V4's indicators in the field of their historical development of agriculture and economy from 1989 to present days.

Questionnaire:

Two types of questionnaires have been made, the first for consumers and the second for producers. The questionnaire was filled in by 200 consumers and 200 producers divided equally between the V4 countries. The questionnaires are illustrative questionnaires because in the case of consumers there are more than 60 million potential consumers. In the case of producers the number is lower but still many thousands of farmers and producers are in V4. In the questionnaire closed questions have been used. Furthermore, Likert scale type has been chosen for the possible answers.

Synthesis:

Logistic regression model will be used on the results of questionnaire, where the dependent variable will be the willingness to accept the brand and the independent variable will be the age, gender, type of respondent and home country of the respondent.

Conclusion

The Visegrad alliance is a well-functioning and working collaboration. Its history has more than 700 years' basis and background. These four states have a similar culture, tradition, religion and core values.

Visegrad brand is supposed to unify all foodstuffs under one brand which are produced in the territory of V4 countries and their ingredients are mostly cultivated and produced also in V4 countries. The Visegrad brand has 4 main pillars. The first is the widening the V4 alliance in the field of agriculture, the second is the creation of Visegrad brand, the next is the positive discrimination for V4 products and the last is the farmers market only for Visegrad products.

The Visegrad brand is one of the possible results of the V4 alliance. It would strengthen their domestic market power and their domestic producers, farmers. Furthermore it would also strengthen the member countries relations to each other. The Visegrad brand is a chance to create a bigger than 60 million's market. The Visegrad brand is a chance for our producers and farmers.

It has to be understood that the systems, countries, economies, ideologies, technologies constantly change during the history. However these four nations will always count only with each other, because their history, present and future is bounded together.

Selected bibliography

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