

Assessment proposed by the supervisor: **Very Good**

Assessment proposed by the reviewer: **Very Good**

**Course of the defence:**

**Questions of the external examiner**

New labels/certificates: What if the supplier cannot fulfil the requirements needed for these certifications? Have they been "checked" already?

**Answered**

**Questions of the supervisor – Demel**

To what extent is international trade and business in the field of textiles long-term perspective for Czech companies? Are there any other ways to resist cheap Asian manufacturing? What kind?

**Answered partially**

**Hovorková Valentová**

Have you calculated the costs for the entrance to the Canadian market?

**Answered partially**

Why does your SWOT analysis include only strengths and how the company in your diploma can use its strengths to eliminate weaknesses? Did you create the confrontation matrix in the SWOT analysis? Why not?

**Answered**

**Maršíková**

Have you provided an economic evaluation of your suggestions proposed in your diploma thesis?

**Answered**

**Examination board members:**

doc. Ing. Kateřina Maršíková, Ph.D.

Ing. Martina Černíková, Ph.D.

Ing. Vladimíra Hovorková Valentová, Ph.D.

Ing. Natalie Pelloneová, Ph.D.

prof. Dr. Remmer Sassen

Ing. Jitka Vávrová, Ph.D.

Mgr. Anastasiia Mazurchenko

Assessment: **Very Good minus**

Date of defence: **September 6, 2022**

doc. Ing. Kateřina Maršíková, Ph.D.

committee chairman

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