

## SUPERVISOR'S REPORT ON DIPLOMA THESIS

Name and Surname of Diploma Thesis Writer: **Bc. Lucie Horáková**

Topic of Diploma Thesis: **Analysis of the International Trade Strategy of a Selected Company**

Objective of Diploma Thesis: **To evaluate the current international trade strategy of a selected company and then to propose new approaches to complete this strategy based on the information found.**

Name and Surname of Supervisor: **Ing. Jaroslav Demel, Ph.D.**

	Excellent	Very good	Good	Failed
<b>I. Assessment of the thesis topic and its writing:</b>				
Thesis topic completion		X		
Application of implemented methods		X		
Analysis performed and its profundity		X		
<b>II. Assessment of thesis content and structure:</b>				
Clarity and coherence of thesis	X			
Currency of the topic, appropriate sources	X			
Processing of sources and acquired data		X		
Comprehensible and adequate conclusions	X			
Phrasing of writer's points of view	X			
<b>III. Assessment of thesis style:</b>				
Formal layout of thesis (i.e. text, tables, graphs)		X		
Style of thesis (i.e. use of formal language)		X		
Application of academic sources in native language, including bibliographic references and citations		X		
Application of academic sources of foreign authors, including bibliographic references and citations		X		
Assessment of plagiarism checking result in IS STAG	Reviewed without objections		X	
	Reviewed with objections			

**The evaluation for the diploma thesis at least in the range of 10 lines in terms of meeting the thesis objectives, the application of implemented methods as well as suggestions for adjustments taken including formal layout, literature review and citations (formulate on the following page of the report).**

**Questions related to the diploma thesis defence:**

1. Has the selected company taken any of your suggestions for supplementing the export strategy into consideration?
2. 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?

**I recommend - ~~do not recommend~~\* the diploma thesis for defence.**

(\*delete if not applicable)

**I suggest to evaluate the diploma thesis with the grade: velmi dobře (2, very good)**

**Date: 29. 8. 2022**

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**Signature of thesis supervisor**



**In the theoretical part, this thesis first analyses two important areas - foreign trade carried out by companies and its interaction with the trade policy of countries. The second part of the theoretical part focuses on the company's international strategy, which is set both within the company's goals and, on the other hand, is always dependent in a certain way on the commercial barriers of the market the company is targeting. It specifically concerns the company's export strategy, which also depends on the overall process of the company's internationalization that is also theoretically described here.**

**Accordingly, the export strategy for the selected company is analysed in the analytical part of the work.**

**It is revealed that the export strategy of the selected company is to a large extent influenced by the ownership status of the company and thus also the goals of the owner, however, the analysis revealed possibilities and opportunities for expansion into new markets, based on the successes of the currently set business system, and on the basis of supplementing the company's export strategy, which the author offers based on the results of the analyses.**

**The goal of the work was fulfilled.**

