

EXTERNAL EXAMINER'S REPORT ON DIPLOMA THESIS

Name and Surname of Diploma Thesis Writer: Lucie Horáková

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

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

Name and Surname of External Examiner: Prof. Dr. Sebastian Zips (HSZG)

External Examiner:

- **name of a company:** Hochschule Zittau/Görlitz
- **position:** Professor for Marketing
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	Excellent	Very good	Good	Failed
I. Assessment of the thesis topic and its writing:				
Thesis topic completion		X		
Application of implemented methods	X			
Analysis performed and its profundity			X	
II. Assessment of thesis content and structure:				
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			
III. Assessment of thesis style:				
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 the native language, including bibliographic references and citations		X		
Application of academic sources of foreign authors, including bibliographic references and citations		X		

The evaluation for the diploma thesis in terms of meeting the thesis objectives, the application of implemented methods as well as suggestions for measures taken including formal layout shall be stated in written (see the following page).

Questions and comments related to the diploma thesis defence:

- New labels/certificates: What if the supplier cannot fulfil the requirements needed for these certifications? Have they been "checked" already?
- Canada as a new market: But only ONE sales Person can speak English (weakness!). Does the company have enough manpower in sales department to enter the Canadian market?
- What could be internal difficulties/challenges for the company when introducing a key account management system (focussing on the top customers) for the Italian market?

I recommend the diploma thesis for defence.



General Evaluation of the Thesis:

provide your text (at least 10 lines)

The author has delivered a **very good thesis. (2)**

In chapter one and two she provides a profound theoretical fundament of International Business.

In chapter 3 she introduces the company she refers to (She could have provided the logo, the Mission, Vision and the claim, too). Facts and figures are given about sales and Strategic business fields and keymarkets. She describes import (sourcing) and export (sales). She could have referred here to Porter´s supply chain.

A SWOT Analysis is closing this chapter. The SWOT (and later on the PESTLE) unfortunately are lacking a "quasi-quantified" approach. All aspects – written down in tag lines – are juxtaposed not in weighed but equal way. Thus the reader gets the impression that positive and negative aspects are equally balanced. How can he get an idea whether positive or negative aspects outpace or compensate each other and which of these has the "high ground" in the end?

In chapter 4 the three suggestions for completion of the Strategy (new labels, New Market Canada, Increasing sales in Italy) are well and plausibly derived. The only thing a reader might miss is the internal impact on the company when implementing these "measurements" and what are the internal consequences for the company. E.g. What does it mean for a sales department with 1 English speaking person to manage a market entry in Canada? It will need a (positive) change in the sales department which takes its time until the team can work effectively together.

If she had named all that challenges and sketched ways how to shore them up the thesis would have been excellent.

But all in all she delivered a **very good work**.

Grade for the diploma thesis: 2 (VERY GOOD)

Date 10 August 2022

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Signature of thesis external examiner

