

TOMAS BATA UNIVERSITY IN ZLÍN
FACULTY OF MANAGEMENT AND ECONOMICS

**Master's Thesis Assessment
Reviewer's Report**

Student's name: Kaushalya Sri Jayawredena, ACMA

MT Reviewer: Ing. Petr Krenar

Acad. year: 2010/2011

MT topic:

Brand Re-building in the Full Cream Milk Powder Industry of Sri Lanka

Assessment criteria		Points (0 – 10)
1	Thesis Topic Difficulty	8
2	Meeting Thesis Objectives	9
3	Theoretical Background	9
4	Practical Application (Analysis)	9
5	Practical Application (Solution)	9
6	Formal Level	8
TOTAL POINTS (0 – 60)		52

Definition of assessment criteria:

0 points	unsatisfactory
1 – 2 points	sufficient - meeting basic requirements only
3 – 4 points	satisfactory - with significant but not crucial insufficiencies
5 – 6 points	good - insufficiencies do not substantially affect the entire work, especially the results
7 – 8 points	very good - fulfilled without reserve
9 – 10 points	excellent - outstanding performance

Comments:

A brand can extensively affect and change the attitudes, behaviour, perceptions and beliefs of customers towards the product, company or the society as whole. In this context, student has chosen a suitable theme for his thesis which purpose is to identify new possibilities to construct a successful brand re-building strategy for Full Cream Milk Powder (FCMP) industry of Sri Lanka. Subsequence of chapters in the work is a logical structured and organized. For general readers it is easy to orientate oneself in the text. The theoretical background and the used literature offer a very good theoretical basis for a qualitative overall literature review of solved issue. Also a very good approach is demonstrated in the practical part; its strength is in the processed analysis with description of the current situation in the FCMP market, needed for drawing up the project part. The proposed project shows the sequence of activities to driving of brand re-building effectively. Thereby, it can realise distinctive competitive advantage for the brand. Formal level of work and the author's writing is very good.

Questions for the defence:

1. What do you see as the main benefits of your thesis?


The thesis meets the criteria for the defence of the MT.



The thesis does not meet the criteria for the defence of the MT. (At least one criterion assessed by 0 points.)



Zlfn: 10th May 2011



MT Reviewer's signature