

Master's Thesis Assessment Reviewer's Report

Student's name: *Bc Sofiya Nikitina*
year: *2020/2021*

MT Reviewer: *Michael Adu Kwarteng, Ph.D*

Acad.

MT topic: *Marketing Strategy Proposal for the Selected Beauty Salon*

In criterion 1, assess the thesis topic difficulty.

Assess criteria 2 - 6 as follows:

5 points – excellent – outstanding performance

4 points – very good – high-quality performance

3 points – good – fulfilled without reserve

2 points – satisfactory – with significant but not crucial insufficiencies

1 point – sufficient – meeting basic requirements only

0 points – unsatisfactory

ASSESSMENT CRITERIA	Points
1. Thesis Topic Difficulty:	3
a) the analysed issue is complex	partly
b) data acquisition is demanding	partly
c) data processing is demanding	partly
2. Meeting the Thesis Objectives:	3
a) the thesis objectives are clearly defined	partly
b) the methods of thesis processing are clearly defined	yes
c) the presented thesis objectives correspond to the thesis topic	yes
d) the applied methods and procedures are suitable to meet the thesis objectives	partly
3. Theoretical Background:	3
a) the theoretical background includes a critical literature review	yes
b) the theoretical background is based on appropriately selected domestic and foreign literature sources (considering the relevance, topicality and type of publications)	yes
c) literature sources are quoted properly	yes
4. Practical Application – Analysis:	3
a) the practical application contains theoretical knowledge	partly
b) the chosen methods were applied accurately	partly
c) the application of methods is described sufficiently	partly
d) the thesis contains an overall assessment of the status quo	partly

e) conclusions of analyses are well-founded	partly
5. Practical Application – Project:	3
a) the project part of the thesis extends the theoretical knowledge	yes
b) the project part of the thesis is a follow-up to the analysis results	yes
c) the thesis provides conclusions and possible applications of recommendations	partly
d) suggestions are supported by fully adequate arguments	partly
e) the thesis includes the impacts of the recommendations	partly
f) the thesis meets the set objectives	yes
6. Formal Layout:	3
a) the text is logically sequenced	yes
b) the thesis provides appropriate terminology	yes
c) literature sources are quoted in compliance with a required standard	yes
d) the language level meets the requirements of Master's thesis	partly
e) the graphic layout meets the requirements of Master's thesis	yes
TOTAL POINTS	18

Overall thesis assessment and questions for the defence:
(Both the Master's thesis supervisor and reviewer present their questions.)

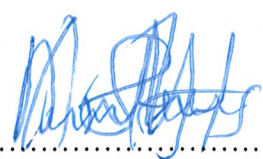
The Master thesis(MT) was focused on designing a new marketing strategy for a beauty Salon in Ukraine to enhance the smooth operation and sustainability of the company. This is welcoming, since the new strategic plan will assist the company to develop. However, the Reviewer is contemplating whether the clause 'Selected' is the right word to use in the Master Thesis Topic(MTT)?. Moreover, the English language of the MT was not all that standard.

Questions

1. In few sentences, can you tell the committee what your project is all about?
2. What is your motivation(problem) to embark on a project for the Beauty Salon?
3. Based on the findings of your project, outline or tell the committee your recommendations for the Beauty salon .
4. What would you have change or add if your were to do this project again?

The thesis meets the criteria for the defence of the MT¹.

In Zlín on: 11/06/2021



 Signature of Master's thesis reviewer

¹ The thesis does not meet the criteria for the defence of the MT if at least one criterion is assessed by 0 points.