

## Diploma Thesis Opponent's Review

Author	Mgr. Illias Zouad		
Title	Proposal of an online grocery shopping application for the Moroccan market		
Field/Form of Study	Marketing Communications/Full-Time	Year	2022/2023
Review's Author	prof. Mgr. Peter Štarchoň, PhD.		

Evaluated parameter	Weight	Evaluation
1 Fulfillment of the topic and extent of text	30	A
2 The setting of the goals and research methods	40	A
3 The quality of the theoretical part of the work	50	B
4 The quality of the analytical part of the work	50	B
5 The quality of the project part of the work	50	A
6 Fulfillment of the goal of the work	60	A
7 Text structure and logic	40	A
8 The quality of resources and their use	40	A
9 Linguistic and formal standards of the work	30	B
<b>Evaluation based on the weighted average</b>	<b>1,21</b>	<b>A</b>

### Evaluation, comments, remarks and suggestions:

- I appreciate the noticeable engagement of the diploma student on the researched issue and his insight.
- In the theoretical background, more emphasis could have been placed on the importance of e-commerce.
- Given the high number of respondents achieved, the use of mathematical and statistical analyses would have been expected. In spite of this fact, the processing of the results of the primary research can be evaluated positively.
- The project part was handled above standard.
- More attention could have been paid to the conclusion of the thesis.
- Minor stylistic inaccuracies and formatting errors are acceptable.

### Questions:

- Please characterize the differences between e-commerce and e-business.
- What is the necessary infrastructure for the application of the proposed solutions in Morocco?
- Wouldn't it be easier to adapt an existing application than to design a new one?

In Zlin on 12 May 2023

Signature: Peter Štarchoň, v.r.