

# Opponent review

Department: department of business economics  
Author: Bc. Martina Pluháčková  
Title: Analysis of watches industry  
Opponent: Ing. Tichý Marek

## Summary of evaluation (every criterion evaluated with 0–10 points):

Actuality of selected topic	10	Demands on theoretical and practical knowledge	10
Objective	10	Results	9
Survey of literature	8	Application of selected methods	9
Selection of suitable methodology	10	Conclusions and recommendations	9
Benefits for practice, originality	9	Logical framework, formal requisites	10

**Total number of points: 94**

**Final evaluation:** I recommend the thesis to be defended.

## Detailed evaluation:

### 1. Actuality of topic solved

(topic of the thesis comes from the demand of practice, topic foreruns presence, ...)

The topic is very actual.

### 2. Objective

(accuracy of formulation, working hypotheses, demandingness of objective, ...)

The objective is choose actualy for industry and is very clear.

### 3. Survey of literature

(extent of the processed literature, its actuality, using the fundamental works, suitability for own research, discussion of alternative approaches, analysis of used references, synthesis of theoretical knowledge and implications for research done, ...)

Author used not so many number of literature for this thesis.

### 4. Selection of suitable methodology

(accuracy of description of methods, possibility to verify the results, suitability of methods for the given objective, discussion of choice of methods and comparison with other approaches, ...)

Methodology was used adequately to industry.

### 5. Benefits for practice, originality

(frequency of problem occurrence, non-existence of conventional solution, unavailability of solution for researched conditions, expected benefits of fulfilled objective, ...)

Thesis was create on orignial theme with use of conventional and available solution.

**6. Demands on theoretical and practical knowledge**

(proving a deeper knowledge, level of specific knowledge about selected topics, level to correctly apply the knowledge on a concrete issue, ...)

Author show good understanding of the problematic and knowledge about subject of thesis.

**7. Results**

(depth of analysis performed, proving facts, suitability of data sources, preventing errors, level of achievement of objectives set, answering hypotheses, ...)

Facts and data sources are used appropriately.

**8. Application of selected methods**

(ability to apply theoretical knowledge, suitability of samples used, preventing errors and shortages of methods used, comparison of results using more methods, reasoning variations, ...)

Author well applies chosen methods.

**9. Conclusions and recommendations**

(correctness of conclusions, explicit formulation, adequacy, generalizing conclusions, applicability of recommendations, ...)

Author deduced appropriate conclusion. there is well summarization of all thesis topics.

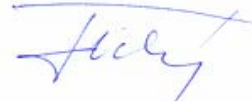
**10. Logical framework, formal requisites**

(correct structure, logical coherence of the text, using correct terminology, clarity, explicitness and clarity of graphics, language level, ...)

All these requirements are fulfilled in this diploma thesis.

**Further comments and suggestions, to which the author should react within the defence of the thesis:**

What type of model of market structure is typical for the watches industry and which factors are determining?



Signature of opponent

Date: 13 June 2008

Position of opponent (if not from FBE MUA in Brno): auditors assistant