### Supervisor review

<table>
<thead>
<tr>
<th>Department</th>
<th>Department of Marketing and Trade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author</td>
<td>Bc. Ondřej Staněk</td>
</tr>
<tr>
<td>Title</td>
<td>Exploitation of Spatial Analysis within Making Decisions about Shopping Center Establishment</td>
</tr>
<tr>
<td>Supervisor</td>
<td>Ing. Marek Záboj, Ph.D.</td>
</tr>
</tbody>
</table>

#### Part I – Basic requirements for master thesis

**Instructions:**

1. The first part of the review concentrates on critical parts of master thesis that are required to recommend the thesis to be defended. These aspects could be evaluated only by answers yes-no.
2. If at least one aspect is evaluated in the negative way, the thesis may not be recommended for defense. The reasons for the negative decisions should be specified and the second part of the review does not have to be completed.

<table>
<thead>
<tr>
<th>1. Does the thesis contain objective defined correctly and does the objective correspond to the common requirements for the master thesis?</th>
<th>YES</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Is the review of literature including the citations and references elaborated correctly from the methodological and formal point of view?</td>
<td>YES</td>
</tr>
<tr>
<td>3. Does the thesis include precise description of used methods and are these methods suitable for defined objective?</td>
<td>YES</td>
</tr>
<tr>
<td>4. Does the thesis covers the clear conclusions, reasoned recommendations, justified suggestions, etc. that bring new knowledge or information?</td>
<td>YES</td>
</tr>
</tbody>
</table>

#### Part II – Quality of master thesis

**Instructions:**

1. The second part of the review regards with quality evaluation of selected aspect of the thesis. The thesis could obtain 0-60 points in total. Zero points correspond to thesis meeting only the minimal requirements, while thesis evaluated by 60 points is excellent and inventive in all evaluated aspects.
2. The evaluation scale has five levels:
   - accomplished, at the level of minimum of requirements given in part I (0 points)
   - accomplished with significant but not critical imperfections (2 points)
   - accomplished, the imperfections do not influence the merit of the thesis and mainly the results (5 points)
   - accomplished fully without any reservations and in the exhausting way (8 points)
   - excellent, extraordinary, originaive and completely correct accomplishment (10 points)
3. Points assigned in evaluation of individual aspect have to be briefly justified; the extraordinary solutions have to be considered.

<table>
<thead>
<tr>
<th>5. Contribution, originality, demandingness of the thesis</th>
<th>Points: 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>(frequency of the issue, non-existence of conventional solution, unavailability of solution for researched conditions, expected and real contribution of the thesis, extent of the specific knowledge needed to meet the objective, …)</td>
<td></td>
</tr>
</tbody>
</table>

Spatial analysis is quite frequent topic in retail literature. On the other hand the author focuses on using of this instrument to find out the market saturation with shopping centres and the possibility to establish new center.
6. Quality of the review of the literature  
Points: 2  
(extent of surveyed literature and its up-to-dateness and representativeness, use of foreign and cardinal sources, suitability of survey for own research, discussion of alternative approaches, analysis of citations and references, synthesis of theoretical knowledge for own research,...)

Extent of surveyed literature is lower than standard and suitable for determinated goals. Discussion of alternative approaches and analysis of citations and references should be elaborated more in detail.

7. Methodology and its application  
Points: 5  
(discussion of suitability of chosen method, comparison of alternative attitudes, possibility to verify the results, correctness of application of methods, suitability of data samples used, preventing errors and shortages of applied methods, comparison of results, variations reasoning,...)

Discussion of suitability of chosen method and comparison of alternative attitudes is missing. Application of methods is correct.

8. Own research  
Points: 5  
(depth and complexity of performed analysis, extent of use of knowledge from literature review, proving facts, suitability of samples and sources used, treatment of data errors, level of meeting the thesis objective, hypotheses answering,...)

Depth and complexity of performed analysis is responding to the requirements.

9. Conclusions and recommendations  
Points: 5  
(correctness of conclusions, explicit formulations, adequacy of suggestions, generalizing conclusions, applicability of recommendations,...)

Conclusions and suggestions are correct and applicable in practice but it is necessary to make cost-benefit analysis to prove applicability of recommendations.

10. Logical framework, formal requirements  
Points: 5  
(correct structure, logical coherence of text, correctness of terminology, explicitness and clarity of graphics, accurateness of language,...)

Structure of master thesis is correct and logical.

Part III – Summary and final evaluation

Instructions:
1. After summarizing the points the reviewer marks with a cross the appropriate final evaluation according to corresponding interval of points.
2. The clear final decision has to be stated in the conclusion. The thesis can be recommended to be defended only in the case, when there is no negative evaluation in the part I of this review.
3. In the following part the reviewer has the opportunity to give his/her opinion to thesis as a whole and give further suggestions and comments.

Total points: 27 points

Final evaluation:

<table>
<thead>
<tr>
<th>Points Interval</th>
<th>Accomplishment Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>0–12 points</td>
<td>accomplished at the level of minimum of requirements given in part I</td>
</tr>
<tr>
<td>13–24 points</td>
<td>accomplished with significant but not critical imperfections</td>
</tr>
<tr>
<td>25–36 points</td>
<td>accomplished, the imperfections do not influence the merit of the thesis and mainly the results</td>
</tr>
<tr>
<td>37–48 points</td>
<td>accomplished fully without any reservations and in the exhausting way</td>
</tr>
<tr>
<td>49–60 points</td>
<td>excellent, extraordinary, originative and completely correct accomplishment</td>
</tr>
</tbody>
</table>

Final decision: I RECOMMEND thesis to be defended.
Further comments and suggestions the author should discuss within the defense of the thesis:

Author should discuss within the defense of the master thesis the problem how to evaluate the economic effectiveness of investment to shopping center establishment (describe the methods and data).

Date: 20.1.2011

Name and signature of the supervisor: Ing. Marek Záboj, Ph.D.

Date: 20.1.2011

Name and signature of the head of the department: Prof. Ing. Jana Stávková, CSc.