

I. IDENTIFICATION DATA

Thesis title:	Helping a Football Company to Penetrate Foreign Markets: Defining an International Development Strategy
Author's name:	Patrik Vala
Type of thesis :	bachelor
Faculty/Institute:	Masaryk Institute of Advanced Studies (MIAS)
Department:	Institute of Managerial Studies
Thesis reviewer:	Petr Fanta
Reviewer's department:	Institute of Managerial Studies

II. EVALUATION OF INDIVIDUAL CRITERIA

Assignment	ordinarily challenging
<i>How demanding was the assigned project?</i>	
The chosen topic is an ordinarily challenging for a bachelor thesis.	

Fulfilment of assignment	fulfilled with major objections
<i>How well does the thesis fulfil the assigned task? Have the primary goals been achieved? Which assigned tasks have been incompletely covered, and which parts of the thesis are overextended? Justify your answer.</i>	
Please insert your comments here.	
The objective of this thesis was to analyse the strategy of a football team to enter international market. However, most of the practical part focused on a description of sales channels and marketing actions focused primarily on football matches visitors. There is only very little on internationalization. The strategy is very vague and it is not clear on what analyses and data it was formulated.	

Methodology	partially applicable
<i>Comment on the correctness of the approach and/or the solution methods.</i>	
Please insert your comments here.	
The methodology is not clearly formulated. In practice, the methodology limits to a description of actual sales channels for the merchandise. The methodology used cannot fully solve the task which is to analyse and design a strategy for internationalization.	

Technical level	E - sufficient.
<i>Is the thesis technically sound? How well did the student employ expertise in the field of his/her field of study? Does the student explain clearly what he/she has done?</i>	
Please insert your comments here.	
The theoretical part provides insights into topics of internationalization, market analyses and marketing. The quality of individual chapters and sub chapters significantly vary. Some parts are on almost professional level with well cited references, other parts are only very vague and missing references at all.	
In the practical part, the student describes actual sales channels for merchandise and provides some analyses which, unfortunately, are of very low value. For example, he provides a graph of % of merchandise sold in an e-shop and in a physical store at the stadium in different months (page 28). However, total sales in money are not provided, therefore the information is of zero value. The other example is a graph providing comparison of sales of top products (page 31) stating 4 categories: scarfs, jerseys, something else, both without specifying what it means "both".	
Some changes or steps (not a strategy) is proposed in the conclusions, but these are not based on any kind of analysis provided in the thesis or elsewhere. The conclusions are only based on the considerations of the student.	
I cannot agree with a self-confident statement of the student that he has met the objectives of the thesis.	

Formal and language level, scope of thesis

B - very good.

Are formalisms and notations used properly? Is the thesis organized in a logical way? Is the thesis sufficiently extensive? Is the thesis well-presented? Is the language clear and understandable? Is the English satisfactory?

Please insert your comments here.

The formal and language part of the thesis are on a good level. As a non-native speaker I cannot objectively assess the level of English which seems to be on a good level with only few mistakes noticed.

Selection of sources, citation correctness

D - satisfactory.

Does the thesis make adequate reference to earlier work on the topic? Was the selection of sources adequate? Is the student's original work clearly distinguished from earlier work in the field? Do the bibliographic citations meet the standards?

Please insert your comments here.

At some parts of the thesis, the student works almost professionally with references. On the other hand, some larger parts of the text are completely without references. This is a very strange paradox stipulating a question if all parts were written by the same person (or machine).

The citation of sources is not unified. Some sources are cited in round brackets, others in square brackets, some with specific pages, some without.

Many references used in the text are not listed in the reference index at the end of the thesis.

Additional commentary and evaluation (optional)

Comment on the overall quality of the thesis, its novelty and its impact on the field, its strengths and weaknesses, the utility of the solution that is presented, the theoretical/formal level, the student's skillfulness, etc.

Please insert your comments here.

III. OVERALL EVALUATION, QUESTIONS FOR THE PRESENTATION AND DEFENSE OF THE THESIS, SUGGESTED GRADE

Summarize your opinion on the thesis and explain your final grading. Pose questions that should be answered during the presentation and defense of the student's work.

The quality of the thesis is very diverse in its theoretical part. The practical part contains mostly the description of actual status of selling merchandise of Bohemians Praha 1905. There is very little on internationalization and strategy in the thesis. The few information on the strategy for internationalization is not based on any kind of analysis or data. The methodology chosen is not suitable for reaching the objective of the thesis.

Questions for the defense:

1. Could you explain the very different level of elaboration in the theoretical part? Some parts provide a lot of references, while other large parts do not provide any. Why are not all used references listed in the reference list at the end of the thesis?
2. What analyses and data collection methods did you use to formulate the recommendation for strategy of internationalization? Why is most of the information focused on local sales at the stadium?



THESIS REVIEWER'S REPORT

The grade that I award for the thesis is **E - sufficient**.

Date: **29.5.2024**

Signature: