

Diploma Thesis Supervisor'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	doc. PhDr. Dagmar Weberová, Ph.D. MBA		

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	A
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	B
9 Linguistic and formal standards of the work	30	B
Evaluation based on the weighted average	1,20	A

Evaluation, comments, remarks and suggestions:

- A well-chosen topic is valued.
- The thesis is clearly structured and balanced, the theoretical part is well-written (even though it is without any visual materials) and reflects both the analytical and project parts of this work.
- The author set a clear main goal and sub-goals, stated three appropriate research questions and applied adequate research methods.
- In the analytical part, research findings are adequately evaluated and interpreted, but considering the answers to the research questions (Part 5.2), they could be written in a separate chapter.
- A very detailed project part is highly appreciated. In addition, it has great application potential.
- Minor language errors can be found but they do not have any significant impact on the quality of this work.
- Incorrect structuring is found in Chapter 10 on p. 71.
- The author's efforts and commitment are reflected in this well-written work and his extensive knowledge of the Moroccan retail market is remarkable.

Question:

- What are the potential pitfalls of your project?

Plagiarism control was negative – the system found 2% agreement.

In Zlin on 11 May 2023

Signature: doc. PhDr. Dagmar Weberová, Ph.D. MBA, v.r.

The evaluation according to the ECTS scale:

A = 1,00-1,24, B = 1,25-1,50, C = 1,51-2,00, D = 2,01-2,50, E = 2,51-3,00, F = 3,01