

Report on Bachelor Thesis

Institute of Economic Studies, Faculty of Social Sciences, Charles University in Prague

Student:	Tereza Koudelková
Advisor:	Doc. Ing. Tomáš Cahlík, CSc.
Title of the thesis:	Czech Telecommunications Market before the Entry of Fourth Player: Strategic Analysis

OVERALL ASSESSMENT (provided in English, Czech, or Slovak):

This topic was assigned in cooperation with Telefonica CZ. I have served as supervisor for this thesis but the author has used mainly an internal consultant from Telefonica CZ, who was ing. Katarína Vániková, ACCA. She was kind to deliver a referee report that I append to my own.

This thesis is application of strategic analysis. In the first part, author describes the theory, in the second part, she applies this theory on the Czech telecommunications market. Both parts are well balanced and interconnected.

I think that this thesis fulfills IES standards for bachelor theses and I recommend it for defence.

SUMMARY OF POINTS AWARDED (for details, see below):

CATEGORY	POINTS
Literature (max. 20 points)	19
Methods (max. 30 points)	29
Contribution (max. 30 points)	29
Manuscript Form (max. 20 points)	19
TOTAL POINTS (max. 100 points)	96
GRADE (1 – 2 – 3 – 4)	1

NAME OF THE REFEREE: Doc. Ing. Tomáš Cahlík, CSc.

DATE OF EVALUATION: May 30, 2013



EXPLANATION OF CATEGORIES AND SCALE:

LITERATURE REVIEW: *The thesis demonstrates author's full understanding and command of recent literature. The author quotes relevant literature in a proper way.*

Strong Average Weak
20 10 0

METHODS: *The tools used are relevant to the research question being investigated, and adequate to the author's level of studies. The thesis topic is comprehensively analyzed.*

Strong Average Weak
30 15 0

CONTRIBUTION: *The author presents original ideas on the topic demonstrating critical thinking and ability to draw conclusions based on the knowledge of relevant theory and empirics. There is a distinct value added of the thesis.*

Strong Average Weak
30 15 0

MANUSCRIPT FORM: *The thesis is well structured. The student uses appropriate language and style, including academic format for graphs and tables. The text effectively refers to graphs and tables and disposes with a complete bibliography.*

Strong Average Weak
20 10 0

Overall grading:

TOTAL POINTS	GRADE		
81 – 100	1	= excellent	= výborně
61 – 80	2	= good	= velmi dobře
41 – 60	3	= satisfactory	= dobře
0 – 40	4	= fail	= nedoporučuji k obhajobě

Appendix: Referee report of the internal consultant from Telefonica CR, ing. Katarína Váníková, ACCA

Report on Bachelor/Master Thesis Institute of Economic Studies, Faculty of Social Sciences, Charles University in Prague Student: Tereza Koudelková Advisor: doc. Ing. Tomáš Cahlík CSc. Title of the thesis: Czech Telecommunications Market before the Entry of Fourth Player: Strategic Analysis

OVERALL ASSESSMENT

Bachelor Thesis of Tereza Koudelková deals with very up-to-date topic of Czech Telecommunications Market before the Entry of Fourth Player. The Chapter 1 and 2 introduces Strategic Planning. The analytical work is concentrated in Chapter 3 - Strategic Analysis of the Czech Telecommunications Industry and Internal Analysis of Telefónica CZ.

The author precisely formulates his starting points and examines the goals – to provide with an overall summary of the situation in Telco industry from the strategic perspective of the incumbent companies, focusing mainly on Telefónica CZ, with respect to the expected changes in form of new MNO and LTE roll-out.

Level of Work with Literature, Quotes, and Methods:

The bachelor thesis has fulfilled the conditions – the presented text is on very high level from the content and formal perspectives. Information, arguments and conclusion are considered to be right, sufficient and logically coherent. The thesis is written in English.

The author has demonstrated extremely good orientation in the relevant literature sources and methods. The level of work with literature and terminological-conceptual tools is excellent. Relevant work is properly cited.

Overall Assessment of the Work:

The thesis describes the conditions of the Czech telecommunications market before the entry of fourth MNO and the LTE roll-out, focusing on strategic perspective of TEFCZ and also includes the precautions TEFCZ taking, as the "O2" Free tariffs. Main stress was put on the analysis of competitive environment, strategy formulation and the reassessment of strategic position based on the announcement of the first frequency auction in 2012.

The conclusions offered are well supported and have creditable value. The thesis is an interesting contribution to the debate about the possible future on Telco market and it offers a good basis for a possible future assessment and evaluation of the auction impact on the competitive environment in the form of comparison of the two stages (pre/post-auction conditions).

I believe that the author has demonstrated excellent orientation in the chosen topic of this thesis and prepared very successful elaboration of the examined problem.

Suggested question for the defense is:

„The competition on the Czech mobile market is not perfect and operators act in accord. This was one of the findings from the recent analysis presented by the Czech Telecommunications Office (ČTÚ). The response from T-Mobile, Telefónica O2 and Vodafone to the new auction terms seems to confirm the second part of the statement. Is it probable (in your opinion) that the operators (all/one of them) will not join the auction due to the allocation of a part of the lucrative 800 MHz band (most suitable for building 4G broadband networks) exclusively for the new player?“

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„One of the most discussed topics of today is the unlimited tariffs that the leading operators began to offer in order to bind clients prior to the anticipated arrival of additional virtual operators. You have described the problem in your thesis. Now after one month what are the real impacts of these precautions? “

In the case of successful defense, I recommend “**excellent**” (1) and a “**distinction for an extraordinarily good bachelor thesis**”.

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