

Business Administration State Examinations

Bachelor's Thesis - Evaluation by Mentor

December 2016

Student Name: Thi Ngoc Anh Do	Student Number: 510943
Mentor's Name: William Pattison	Date: December 25, 2016
Thesis Title: Analysis and Creation Of a Marketing Communication Plan For U.S. Cosmetics Company MAC To Enter the Vietnamese Market	

Characters Count: 140 996	Turn-it-in Similarity Index: 6%
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A) OVERALL SUMMARY OF THE DIPLOMA WORK:

The author has done a great job. Her work thoroughly analyzed the Vietnamese cosmetics market in order to find the psychographics and demographics of users. She performed a full competitor analysis and identified gaps in the market. Using these gaps she was able to create an integrated marketing plan for the brand MAC Cosmetics. Her seven point plan includes a lot of unique and interesting marketing promotions based upon the target market. Good job.

B) OVERALL EVALUATION/REVIEW OF THE DIPLOMA WORK:

(1) The extent to which the proposal (and thereby the aims) set out by the student has been fulfilled

The author notes that physical appearance is one way in which consumers promote themselves. She has done the research and can see the benefits of beauty. Thus, to self market, women use cosmetics. So the overall question was, is there room in the current market for a new company? Where and how will the company position itself in terms of current market players? What brand story is needed to reach those unfulfilled with the current offering?

(2) The effectiveness of the formal structure and level of writing of the work

The author has written a professional work. She uses many useful sources in terms of her research. Everything from economic research to the theoretical study of marketing. She wanted to find the following key info: Vietnamese consumer behavior (cosmetics); Vietnamese cosmetic market characteristics; competitors; benchmark strategies used inside the country and the characteristic traits of MAC. I especially like her analysis of the brand The Face Shop which is a Korean brand which successfully opened over 100 stores in one year. The learnings from their strategy are applied to the MAC market entry into Vietnam. She also explored the current Vietnamese brands such as Thorakao.

(3) The effort the student made to complete the thesis independently

The author met with her mentor regularly for advice and to check her work.

(4) Ability of the student to use and apply theory

The author has conducted both primary and secondary data collection. Her secondary data sources are centered upon academic authors such as Lewis, Shiseido and Nguyen. Her cultural and economic data come from the Vietnamese statistical office as well as industry websites.

The author's primary research took the form of an electronic survey conducted online. The survey was distributed through Facebook, 14 Vietnamese Facebook groups and 7 Zalo groups. She received 104 responses. The author then analyzed the results and used them to create her 7 point marketing plan.

(5) Strengths and weaknesses of the work as a whole

The author answered all of the questions she sought to. Furthermore she created a thorough marketing plan with many great promotions. Everything from a localized brand story to localized packaging/pricing/promos. I think she's done a very good job.

Overall, her paper was one of the longest I've read, packed full of research, analysis and a plan. This is precisely the kind of work a business student should be able to complete after their education.

C) POINTS AWARDED:

CRITERIA	MAXIMUM POINTS	POINTS AWARDED
AREA (4)	20	20

AREA (1) + (5)	60	56
AREA (2)	10	10
AREA (3)	10	10
	TOTAL POINTS	96
	LETTER GRADE	A

Final Thesis Letter Grades:

Letter Grade	Points	Generally Accepted Meaning
A	95-100	Outstanding work
A-	90-94	
B+	87-89	Good work, distinctly above the average
B	83-86	
B-	80-82	
C+	77-79	Acceptable Work
C	73-76	
C-	70-72	
F	0-69	Work that does not meet the minimum standards for a Final Thesis