

## SUPERVISOR REPORT ON A BACHELOR THESIS

**Name of the student:** **Mohammed Abdullah Hamoud Al-Bareed**

**The title of the bachelor thesis:** **LNG in Yemen. Product and marketing strategies.**

**Name of bachelor thesis supervisor:** **Ing. Pavel Jirava, Ph.D.**

**The evaluation of the bachelor thesis: evaluation: 1 = the best, 4 = the worst**

|  | 1 | 1- | 2 | 2- | 3 | 4 |
|--|---|----|---|----|---|---|
| <b>Difficulty</b>  |   | X  |   |    |   |   |
| <b>Choice of appropriate methods and used methodology.</b> |   |    | X |    |   |   |
| <b>Fulfilment of objective</b>                             |   |    | X |    |   |   |
| <b>Original contribution to professional practice</b>      |   |    | X |    |   |   |
| Logical process being used                                 |   | X  |   |    |   |   |
| Theoretical background of an author                        |   |    | X |    |   |   |
| Selected solution process.                                 |   |    | X |    |   |   |
| Work with data and information                             |   |    | X |    |   |   |
| Formulation of conclusions                                 |   |    | X |    |   |   |
| Work with scientific literature (quotations, norms)        |   |    |   | X  |   |   |
| Clarity and professionalism of expression in the work      |   |    | X |    |   |   |
| The level of editing images and tables.                    |   |    | X |    |   |   |
| <b>Overall assessment of the thesis</b>                    |   |    | X |    |   |   |

**Other comments:**

The aim of the Bachelor Thesis was to deal with the issue of trafficking LNG in Yemen, to summarize the development of this sector, to characterize the current state and trends based on the available data and, finally, to introduce the appropriate marketing strategies in this area.

Mr. Mohammed Al-Bareed started his work under the supervision of Mr. prof. Lacina at the University of Hradec Králové and from the academic year 2012/13, when studying at the University of Pardubice, he finished it under my leadership. Mr. Prof. Lacina evaluated the student’s approach very positively and the thesis’s subject also considered highly topical. He wrote following: *„Concluding I would like to stress my generally good assessment of the Mr. Mohammed Albareed Bachelor’s Thesis „LNG in Yemen: Product and Marketing Strategies“ which I propose to estimate as excellent.“*

The work is divided into six chapters (plus Introduction and Conclusion) and has 46 numbered pages.

First, it focuses on the history and development of LNG trade and its specifics. After that it deals with description of the situation in Yemen and the main "players" of LNG market in this area. The sixth chapter defines the marketing strategy adequate to Yemen and its changes and development (although quite briefly). I miss more detailed description and interpretation of the tables pp. 36-40. Formally, it is necessary to criticize certain shortcomings, such as inconsistent font (eg, page 10 - references), some images are graphically inferior. Scope of the literature used in the work could be more extended. As a whole, however, this work is in accordance with the requirements for the Bachelor Thesis acceptable. The objectives of the work were largely fulfilled.

I recommend wider description and interpretation of the tables pp. 36-40 to the author during the Bachelor Thesis defence.

**I suggest the grade:    very good**

Pardubice , 15.8.2013

Ing. Pavel Jirava, Ph.D.