

## ANNEX 2B

### SAMPLES OF SELECTED PARTS OF BACHELOR AND MASTER PROJECTS

#### COVER

Requisites – BUT internal regulation no. 72/2017 Layout, submission, and publishing of final projects Art. 13

Model cover can be found in the VUT Studis information system – in the *My final project* menu.

**REQUISITES AND STRUCTURE OF THE TEXT PART OF A BACHELOR AND MASTER PROJECT** - BUT internal regulation no. 72/2017 Layout, submission, and publishing of final projects Art. 15

#### a) TITLE PAGE

Requisites – BUT internal regulation, Directive no. 72/2017 Layout, submission, and publishing of final projects Art. 14

Model title page can be found in the VUT Studis information system – in the *My final project* menu.

#### b) BACHELOR / MASTER PROJECT DEFINITION

When binding the final project, insert immediately after the title page the original form with the bachelor/master project definition, official seals, and signatures. In the electronic version of bachelor/master project definition must be put the definition to be found in the VUT Studis information system, in the *My final project* menu, must also be included in the electronic version of the project.

#### c) ABSTRACT

An abstract should contain a concise description of the project, its focus, importance, and the results achieved. Its size should be limited to 5 to 6 lines of text. The abstract should not begin with "the project aims to ..." (project aims are part of the definition being detailed in the chapter "project aims and objectives, methods and procedures used" or "problem definition and project aims").

#### d) KEY WORDS

Key words are specialized terms reflecting the project's focus.

Model abstract and key words:

**Abstract**

The master project focuses on the personality of a crisis manager in a selected production company specifying who is a competent manager and comparing the theoretical background with the real world. It suggests training courses that help improve the skills of crisis managers in production companies.

**Keywords**

competence, crisis manager, motivation, responsibility, managerial style, production company

**e) PROJECT BIBLIOGRAPHIC CITATION pursuant to ČSN ISO 690**

A sample citation from the VUT Studis information system, the My final Project menu:

**Bibliographic citation**

VAŠEK, D. *Business Plan*. Brno: Brno University of Technology, Faculty of Business and Management, 2018.

XY\* pages. Project supervisor Ing. Jaroslav Rompotl.

\* Insert your project's actual number of pages.

**f) THE AUTHOR'S AFFIDAVIT DECLARING THAT THE PROJECT IS AN ORIGINAL WORK, AUTHOR'S SIGNATURE ON THE PAPER FORM OF THE PROJECT**

In an affidavit, the author will confirm the project being an original work. The affidavit has this recommended form and must be signed.

Model – the affidavit text must be tailored to reflect the project type (bachelor / master):

**Affidavit**

I declare that the present master project is an original work that I have written myself. I declare that the citations of the sources used are complete, that I have not infringed upon any copyright (pursuant to Act. no 121/2000 Coll.).

Brno dated 15<sup>th</sup> May 2018

.....  
*author's signature*

**g) ACKNOWLEDGEMENT**

An acknowledgement may follow the affidavit in which the author acknowledges the help received from the project supervisor, the support received from a company, etc. This part is not required.

**h) PROJECT'S TABLE OF CONTENTS**

A table of contents must list the project chapters indicating the relevant initial pages. A three-tier universal decimal classification is recommended for chapters and subchapters.

Sample simplified table of contents:

**TABLE OF CONTENTS**

<b>INTRODUCTION .....</b>	<b>10</b>
<b>PROJECT AIMS AND OBJECTIVES, METHODS AND PROCEDURES USED .....</b>	<b>11</b>
<b>1 PROJECT THEORETICAL BACKGROUND .....</b>	<b>12</b>
1.1 Marketing environment.....	13
1.1.1 Internal and external environment .....	16
1.1.2 Marketing research of the market.....	18
1.2 Marketing mix.....	20
1.2.1 Product.....	22
1.2.2 Price .....	24
<b>2 CURRENT STATE ANALYSIS.....</b>	<b>28</b>
2.1 Company introduction .....	30
2.1.1 Company history .....	32
2.1.2 Organisational structure .....	35
2.2 Analysis of the company's current state.....	36
2.2.1 Summary of the company analyses .....	39
<b>3 SOLUTION PROPOSALS .....</b>	<b>40</b>
3.1 New marketing mix.....	42
3.1.1 Product.....	43
3.1.2 Price .....	44
<b>CONCLUSION.....</b>	<b>46</b>
<b>LIST OF THE SOURCES USED .....</b>	<b>47</b>
<b>LIST OF THE FIGURES USED .....</b>	<b>48</b>
<b>LIST OF THE TABLES USED .....</b>	<b>49</b>
<b>LIST OF THE DIAGRAMS USED .....</b>	<b>50</b>
<b>LIST OF ANNEXES.....</b>	<b>51</b>

The table of contents is followed by an introduction, the actual project text, conclusion, list of sources used and automatically generated lists of figures, diagrams, tables, lists of acronyms and symbols used (not required), list of annexes and the actual annexes. Particular attachments are numbered using Roman numerals (I., II., III., IV., etc.)

Next, let us look at some sample citations of documents, references and sample figures, diagrams, and tables.

## **RULES FOR BIBLIOGRAPHIC CITATIONS AND CITATIONS OF INFORMATION SOURCES**

### **What must be cited**

All sources used, all documents of which a verbatim part has been used, as well as all other documents from which a piece of information has been taken. The most frequent citation will involve text - books, papers, websites, etc. However, pictures, figures, tables, and diagrams must not be forgotten either. Even a work that has not yet been published can be cited, including materials for lectures, training courses, or personal communication. Generally known information, though, does not require citation (such as Prague being the capital of the Czech Republic).

### **What citation form must be used**

This is governed by the current ČSN ISO 690 standard. However, the standard does not provide sufficient citation examples and models regarding itself as a mere recommendation. Therefore, also the approved standard interpretations are used with some of them having been applied to writing this annex being listed in the section, List of the sources used.

The verbatim text or part of it used in your project is called a citation. In addition to referring to the original work from which it has been taken, it must be highlighted to look different from the surrounding text such as by using italics or putting it between quotation marks. If the citation used is a short one, it can be presented as part of your text, but if the cited extract is longer, it should start a new paragraph.

If you rephrase someone else's text in your own words, it is a paraphrase, which does not have to be highlighted with only a reference added.

### **Plagiarism**

Presenting someone else's ideas and works as your own is referred to as plagiarism. It is a serious violation of citation ethics and copyright.

## CITATION METHODS

### Name-Date Form (Harvard system)

Includes the author's surname and year of publication. The data are enclosed in brackets. The list of bibliographic citations is ordered alphabetically by the first author's surname. If multiple works by a single author are cited, they are ordered by the date of publication in ascending order.

Pursuant to the ČSN ISO 690 standard, the year of publication is placed in a citation after the publishing house name. However, if using this citation method, you must change the bibliographic citation by placing the **year of publication** after the **author** (or the title if there is no author). The author's name may also be included in the text and then only the year of publication will be enclosed in brackets.

#### Reference to a source in the text:

"*Inequality exists in all types of society*" (Giddens, 1999, p. 254).

#### List of sources used will be ordered alphabetically by the author's surname, year of publication after the name:

GIDDENS, Anthony, 1999. *Sociology*. Prague: Argo. ISBN 80-7203-124-4.

Or:

#### Reference to a source in the text:

According to Giddens (1999, p. 254), "*inequality exists in all types of society*".

#### List of sources used will be ordered alphabetically by the author's surname, year of publication after the name:

GIDDENS, Anthony, 1999. *Sociology*. Prague: Argo. ISBN 80-7203-124-4.

### Numerical reference

This is the simplest method, which will save you a great deal of work. Each document is assigned a serial number in the order in which it is cited in the text. The list of references is ordered by such **serial numbers**. If a document is cited several times, the reference uses the same number.

#### Reference to a source in the text:

"*Inequality exists in all types of society*" (4, p. 254).

#### List of sources used:

4. GIDDENS, Anthony. *Sociology*. Prague: Argo, 2009. ISBN 80-7203-124-4.

### On-the-fly notes

A cited source is referred to in the text by the note number. A bibliographic citation is shown under the same number on the current page in a **footnote**, including the number of the page from which it is cited. In the alphabetic list of sources at the end of the work, the full citation is again listed without the number of the page from which it is cited. A note referring to an information source shown in a previous note should either repeat the complete bibliographic reference or use the number of the previous note with page numbers if any.

#### Reference to a source in the text:

"*Inequality exists in all types of society*"<sup>1</sup>.

#### In the footnote:

<sup>1</sup> GIDDENS, Anthony. *Sociology*. Prague: Argo, 2009, p. 254. ISBN 80-7203-124-4.

#### List of sources used:

GIDDENS, Anthony. *Sociology*. Prague: Argo, 2009. ISBN 80-7203-124-4.

## EXAMPLES OF CITATIONS OF DIFFERENT DOCUMENT TYPES

### Printed sources

#### Book

DAMODARAN, Aswath. *Damodaran on valuation: security analysis for investment and corporate finance*. 2nd ed. Hoboken: John Wiley, 2006. ISBN 0-471-75121-9.

MRKVIČKA, Josef and Pavel KOLÁŘ. *Financial analysis*. 2nd revised edition Prague: ASPI, 2006. ISBN 80-7357-219-2.

COPELAND, Thomas E., J. Fred WESTON and Kuldeep SHASTRI. *Financial theory and corporate policy*. 4th ed. Boston: Pearson Addison-Wesley, 2005. ISBN 03-212-2353-5.

#### Chapter in a book

ESTRIN, Y. and L. P. KUBIN. Spatial coupling and propagative plastics instabilities. In: MÜHLHAUS, H. B., ed. *Continuum models for materials with microstructure*. Chichester: Wiley, 1995, p. 395-450. ISBN 0-471-95065-3.

#### Paper in a journal

HRUŠKA, B. To the East of Business. *Euro*. 2013, year 15, no. 7, p. 26-27. ISSN 1212-3129.

GRIER, K. B. and M. J. PERRY. On inflation and inflation uncertainty in the G7 countries. *Journal of International Money and Finance*. 1998, vol. 17, no. 4, p. 671-689. ISSN 0261-5606.

*Or the words year, number, page may be left out writing just:*

GRIER, K. B. and M. J. PERRY. On inflation and inflation uncertainty in the G7 countries. *Journal of International Money and Finance*. 1998, **17**(4), 671-689. ISSN 0261-5606.

#### Contribution in conference proceedings

ŠPAČEK, M. Advanced Tools of Investment Decision-Making. In: MELUZÍN, T., et al., eds. *Trends in Economics and Management for the 21st Century: international conference: September 20th-22nd 2012: Brno, Czech Republic*. Brno: Brno University of Technology, Faculty of Business and Management, 2012. p. 75-76. ISBN 978-80-214-4581-9.

BODÉN, Mikael. Predicting Nuclear Proteins Using Support-Vector Machines. In: BRAZMA, Alvis, Satoru MIYANO and Tatsuya AKUTSU, eds. *Proceedings of the 6th Asia-Pacific Bioinformatics Conference: Kyoto, Japan, 14-17 January 2008*. London: Imperial College Press, 2008. p. 19-28. ISBN 978-1-84816-108-5.

*Here, "eds." stands for the proceedings' editors.*



## **Acts and regulations**

Act no. 119/2002 Coll. concerning the weapons (weapon act) of 8<sup>th</sup> March 2002.

Regulation no. 338 of the Ministry of Industry and Trade concerning a permitted industrial implementation of 26<sup>th</sup> June 2002.

CZECH REPUBLIC. Act 563/1991 Coll. concerning accounting In: *Accounting: communities, regions, the capital of Prague, organisational constituents of the state*. Ostrava: Sagit, 2017. Complete wording, no. 1176. ISBN 978-80-7488-208-1.

## **Corporate documents**

*Industrial models and their legal protection*. Prague: Office of Industrial Ownership, 2011. Also available at <https://www.upv.cz/cs/prumyslova-prava/prumyslove-vzory.html>

*Brno University of Technology 2009 Annual Report*. Brno: Brno University of Technology, 2010. ISBN 978-80-214-4101-9.

## **Patent**

NOVÁK, Jiří and Jan NOVÁK. *Small Pelletisation Line*. IPC: B 27 N 3/08, B 27 N 3/18. Czech Republic. Utility model, CZ 18719 U1. 2008-07-07. Also available at <http://spisy.upv.cz/UtilityModels/FullDocuments/FDUM0018/uv018719.pdf>

## **Standard**

ČSN ISO 690. *Information and Documentation – Rules for bibliographic references and citations of information sources*. 3<sup>rd</sup> ed. Prague: Czech Normalisation Institute, 2011. Classification symbol 01 0197.

## Electronic sources

### Electronic book

CARIOLARO, G. *Unified Signal Theory* [online]. London: Springer-Verlag, 2011 [cit. 2017-10-04]. ISBN 978-0-85729-464-7. Available at DOI 10.1007/978-0-85729-464-7.

Or:

CARIOLARO, G. *Unified Signal Theory* [online]. London: Springer-Verlag, 2011 [cit. 2017-07-04]. ISBN 978-0-85729-464-7. Available at the Springerlink database.

### Paper in an online journal

CERBIONI, F., M. FABRIZI and A. PARBONETTI. Securitizations and the financial crisis: Is accounting the missing link? *Accounting Forum* [online]. 2015, vol. 39, no. 3, p. 155-175 [cit. 2017-12-05]. ISSN 0155-9982. Available at 10.1016/j.accfor.2014.05.001

PĚTA, Jan. Dependency of GDP on the development of the stock market. The Czech Republic example. *Economics and management trends* [online]. 2014, year 8, no. 18, p. 57-66 [cit. 2017-12-09]. ISSN 1802-8527. Available at //trendy.fbm.vutbr.cz/index.php/trends/article/view/243/219

### Contribution in online conference proceedings

DUDEK, P. Reporting system management in the Unipetrol group. In: *INSOURCE 2008: conference on professional information sources, Prague 5<sup>th</sup> – 6<sup>th</sup> February 2008* [online]. Prague: Albertina icome Prague, 2008 [cit. 2017-12-22]. Available at <http://www.insource.cz/pdf/2008/dudek-petr2.pdf>

BERNATONYTE, Dalia. The significance of intra-industry trade in development of Lithuanian international trade. In: ŠIMBEROVÁ, I. and A. KOČMANOVÁ, eds. *Proceedings of selected papers: Perspectives of Business and Entrepreneurship Development: Economic, Management, Finance and System Engineering from the Academic and Practitioner's Views: 15<sup>th</sup> International Scientific Conference* [online]. Brno: Brno University of Technology, Faculty of Business and Management, 2015. p. 11-18 [cit. 2017-12-12]. ISBN 978-80-214-5227-5. available at [http://www.konference.fbm.vutbr.cz/ic/useruploads/files/SELECTED\\_PAPERS\\_2015.pdf](http://www.konference.fbm.vutbr.cz/ic/useruploads/files/SELECTED_PAPERS_2015.pdf)

### Online code

CZECH REPUBLIC. Act no. 111 of 22<sup>nd</sup> April 1998 concerning universities, changes in and amendments to other acts (university act). In: *Collection of Czech Republic Acts* [online]. 1998, part 39, p. 5388-5419. [cit. 2017-12-22]. ISSN 1211-1244. Available at <http://aplikace.mvcr.cz/archiv2008/sbirka/1998/sb039-98.pdf>

### CD/DVD

CZECH REPUBLIC. MINISTRY OF INDUSTRY AND TRADE. *Panorama of Czech industry 2006* [CD]. Prague: Ministry of Industry and Trade, 2007.

### **Web site, web portal**

*American Psychological Association* [online]. Washington (DC): APA, ©2018 [cit. 2018-01-07]. Available at <http://www.apa.org/about/>

*iDNES.cz* [online]. Prague: MAFRA, ©1999-2017 [cit. 2018-01-02]. Available at <http://www.idnes.cz/>

### **Web page**

Study. *Brno University of Technology* [online]. Brno: Brno university of Technology, ©2018 [cit. 2018-01-02]. Available at <https://www.vutbr.cz/studium>

Our organisation. *Transparency International: the global coalition against corruption* [online]. Berlin: Transparency International, ©2017 [cit. 2018-01-02]. Available at <https://www.transparency.org/whoweare/organisation/>

### **Web contribution (encyclopaedia or dictionary entry)**

ŠNÝDR, Mirko. Signature. In: *KTD: Czech terminology database of library and information science (TDLIS)* [online]. Prague: National library of the Czech Republic, ©2014 [cit. 2015-10-15]. Available at [http://aleph.nkp.cz/F/?func=direct&doc\\_number=000000834&local\\_base=KTD](http://aleph.nkp.cz/F/?func=direct&doc_number=000000834&local_base=KTD)

BOETTKE, Peter, J. Economic systems. In: *Encyclopaedia Britannica: school and library subscribers* [online]. ©2014 [cit. 2015-10-15]. Available at <http://www.britannica.com/topic/economic-system>

### **Other document types**

#### **Oral communication**

NOVÁK, P. *Financial situation of the company* [oral communication]. Fio banka. V celnici 1028/10, Praha 1. 22.03.2012.

#### **Lecture**

MARKOVIČ, P. *Corporate Finance* [lecture]. Prague: VŠE, 16.10.2012.

#### **TV or radio programme**

*Black sheep*. Czech TV, 14. 11. 1015, 17:30.

*Morning interview*. Radio, ČRo Radiožurnál, 12. 6. 1015, 7:50.

STANJURA, Zbyněk. Parliament decides on the budget. In: *Studio ČT24* [online].TV, ČT24, 9. 12. 2015, 14:05 [cit. 2015-12-15]. Available at <http://www.ceskatelevize.cz/porady/10101491767-studio-ct24/215411058281209/>

### **E-mail**

DVOŘÁK, Jan. *Re: Enquiry about the number of company employees* [e-mail communication]. 13. 10. 2015 11:45 [cit. 2015-10-15].

### **Internet presentation**

DĚDIČOVÁ, Petra. Electronic information sources at BUT and research publishing. In: *Slideshare* [online]. Mar 14, 2014 [cit. 2015-10-15]. Available at <http://www.slideshare.net/PetraPohanova/eiz-pro-fp>

### **Computer program**

AVG TECHNOLOGIES. *AVG AntiVirus FREE* [software]. ©2015[availability 2015-12-03]. Available at <http://free.avg.com/cz-cs/free-antivirus-download>

### **YouTube video**

KRČÁL, Martin. Plagiarism. In: *Youtube* [online]. 17. 11. 2013 [cit. 2015-12-03]. Available at <https://youtu.be/ilSweaFyBck>

### **Blog contribution**

MIKO, Václav. The ten statements of Albert Einstein that have enriched the world. In: *Blog.Respekt.cz*[online]. 9. 12. 2015 12:12 [cit. 2015-12-10]. Available at <http://miko.blog.respekt.cz/desatero-vyroku-alberta-einsteina-ktere-obohatilo-svet/>

### **Map**

*Ostrava: 1:18 000: Stadtplan: citymap. Zlín: SHOCart, 2000. ISBN 80-7224-052-8.*

## LIST OF THE SOURCES USED

A list of the information sources is attached to the project. The document types, such as printed, online, act, are not considered all documents are included in a single list. The ordering of the sources depends on the method chosen of referring to a source directly in the text.

In the event of data referring to a particular source not fitting into a single line of text, thus causing the splitting of a piece of information such as ISBN or citing data in two, the entire piece must be shifted to the next line.

*As an example, here is a list sources sorted alphabetically (only applicable for the name-date and on-the-fly-notes references, which we used when writing this annex and which may help you find other examples of bibliographic citations):*

### List of sources used

BIERNÁTOVÁ, O. and SKŮPA, J. *Bibliographic references and document citations: according to the ČSN ISO 690 standard (01 0197) in force from 1<sup>st</sup> April 2011* [online]. Brno: 2<sup>nd</sup> September 2011 [cit. 2018-01-05]. Available at <http://www.citace.com/dokumenty.php>

ČSN ISO 690. *Information and documentation – Rules of bibliographic references and citations of information sources*. 3<sup>rd</sup> ed. Prague: Czech Standardization Institute, 2011. Classification sign 01 0197.

KRATOCHVÍL J., SEJK P., ELIÁŠOVÁ V., and STEHLÍK M. *Methodology of bibliographic citation creation*. [online]. 2<sup>nd</sup> revised ed. Brno: MU Central Library, 2011 [cit. 2018-01-05]. ISSN 1802-128X. Available at [http://is.muni.cz/do/rect/el/estud/prif/ps11/metodika/web/ebook\\_citace\\_2011.html#titulni](http://is.muni.cz/do/rect/el/estud/prif/ps11/metodika/web/ebook_citace_2011.html#titulni)

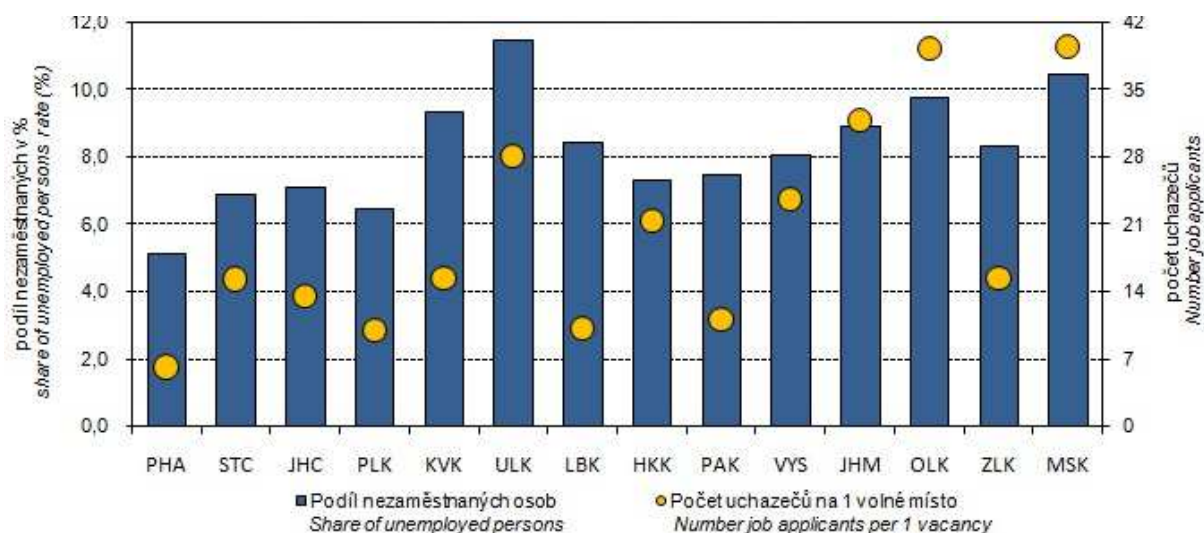
KRČÁL, M. and TEPLÍKOVÁ Z. *Teach (yourself) citing*. Blansko: Citace.com, 2014. ISBN 978-80-260-6074-1

## EXAMPLES OF GRAPHIC AND TABLE ATTACHMENTS

### DIAGRAM AND PICTURE

- the same rules apply to both
- numbered diagram/picture title is placed below
- bibliographic source is also placed below (or immediately after the title or on a separate line with an identical format throughout the paper)
- centred alignment
- font size is 10, title in boldface, source in plain font

#### Examples with different citation methods:



#### *Example: Name-date form (Harvard system):*

**Diagram 1: Percentage of unemployed persons and number of applicants per vacancy on 31.12.2013 by regions**

(Source: Czech Statistical Office, 2014)

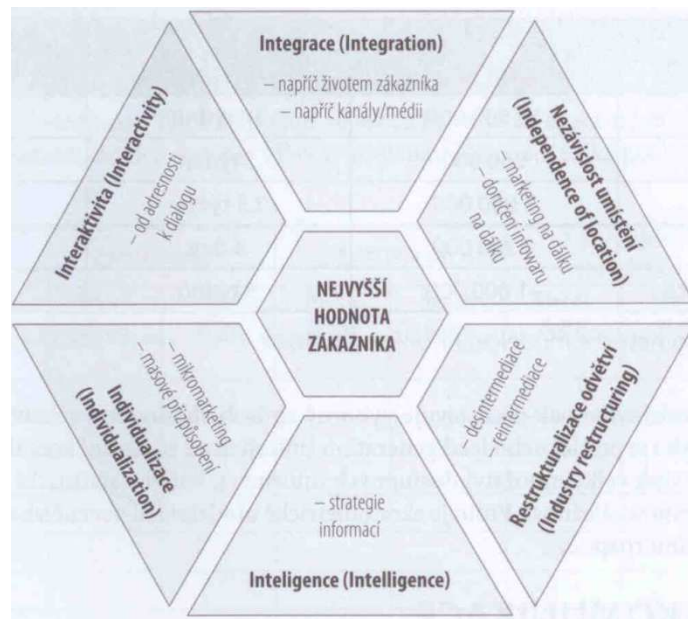
#### *Example: Numeric reference:*

**Diagram 1: Percentage of unemployed persons and number of applicants per vacancy on 31.12.2013 by regions**

(Source: 1)

#### *Example: On-the-fly footnotes:*

**Diagram 1: Percentage of unemployed persons and number of applicants per vacancy on 31.12.2013 by regions <sup>1</sup>**



*Example: Name-date form (Harvard system):*

**Picture 1: The 6 I's of Internet Marketing**

(Source: McDonald, 2012, p. 286)

*Example: Numeric reference:*

**Picture 1: The 6 I's of Internet Marketing u**

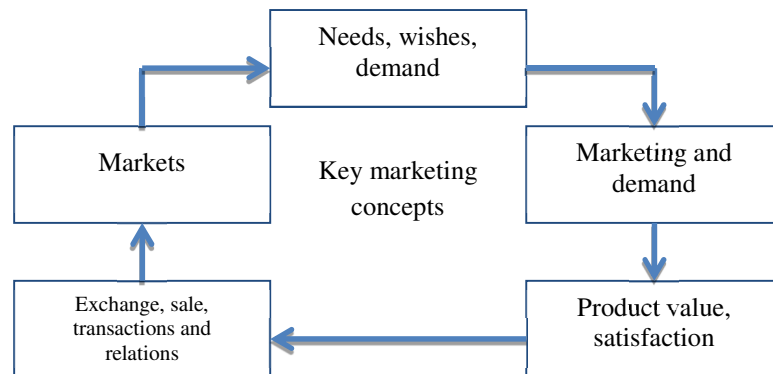
(Source: 2, p. 286)

*Example: On-the-fly footnotes:*

**Picture 1: The 6 I's of Internet Marketing <sup>2</sup>**

<sup>1</sup> CZECH STATISTICAL OFFICE. Percentage of unemployed persons and number of applicants per vacancy on 31.12.2013 by regions. In: *Czech Statistical Office* [online]. 29. 12. 2014 [cit. 2015-09-01]. Available at <https://www.czso.cz/csu/czso/grafy3155>

<sup>2</sup> MCDONALD, M. and H. WILSON. *Marketing plan: preparation and successful implementation*. Brno: BizBooks, 2012, p. 286. ISBN 978-80-265-0014-8.



*Example: Name-date form (Harvard system):*

**Picture 2: Key marketing concepts**

(Source: Custom processed according to: Kotler, 2007, p. 38)

*Example: Numeric reference:*

**Picture 2: Key marketing concepts**

(Source: Custom processed according to: 3, p. 38)

*Example: On-the-fly footnotes:*

**Picture 2: Key marketing concepts<sup>3</sup>**

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<sup>3</sup> Custom processing according to: KOTLER, P. *Modern marketing: 4<sup>th</sup> European edition*. Prague: Grada, 2007, p. 38. Manager. ISBN 978-80-247-1545-2.



**TABLE**

- numbered table title always placed above the table
- picture source placed above or below (identical format must be used throughout the project)
- left alignment
- font size is 10, title bold faced, source in plain font

Examples with different citation methods:

Example: Name-date form (Harvard system):

**Table 1: Summary of promotion tools**

(Source: Custom processed according to: Kotler, 2000, p. 125)

Example: Numeric reference:

**Table 1: Summary of promotion tools**

(Source: Custom processed according to: 4, p. 125)

Example: On-the-fly footnotes:

**Table 1: Summary of promotion tools<sup>4</sup>**

<b>Promotion</b>	<b>Sales support</b>	<b>Public relations</b>	<b>Sales personnel</b>	<b>Direct marketing</b>
Billboards	Competitions, games	Addresses	Samples	Catalogues
Posters and leaflets	Rewards and gifts	Seminars	Fairs	Telemarketing
Printed advertisements	Presentations	Annual reports	Sales meetings	E-mail
Symbols and logos	Entertainment events	Publications	Sales exhibitions	TV shopping

<sup>4</sup> Custom processed according to: KOTLER, Philip. *Marketing by Kotler: how to create and control new markets*. Prague: Management Press, 2000, p. 125. Manager. ISBN 80-726-1010-4.

*Example: Name-date form (Harvard system):*

**Table 2: Development of the market share of five pharmacological companies in 1994 to 2003**  
(Source: Kozel, 2006, p. 106)

*Example: Numeric reference:*

**Table 2: Development of the market share of five pharmacological companies in 1994 to 2003**  
(Source: 5, p. 106)

*Example: On-the-fly footnotes:*

**Table 2: Development of the market share of five pharmacological companies in 1994 to 2003<sup>5</sup>**

Rok	Značka A	Značka B	Značka C	Značka D	Značka E
1994	26	24	20	16	14
1995	27	24	22	14	13
1996	30	25	23	12	10
1997	33	24	24	11	8
1998	37	23	22	13	5
1999	35	26	20	10	9
2000	38	24	21	9	8
2001	32	28	23	7	10
2002	29	30	27	5	9
2003	26	33	31	4	6

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<sup>5</sup> KOZEL, R. *Modern marketing research: new trends, quantitative and qualitative methods and techniques, execution and organisation, practical applications, benefits and potentials*. Praha: Grada, 2006, p. 106. Expert (Grada). ISBN 80-247-0966-X.