

This diploma thesis deals with employee performance evaluation, especially in the field of direct retail and service providers. There are briefly mentioned particular evaluation methods in the theoretical part. Attention is focused on the mystery shopping method and its specificity from the psychological view. In the practical part we write about research which has been realized in the CG company. The employee evaluation was carried out by using test shopping in two terms (autumn 2005, spring 2006). In the final chapter of the second part we summarize important conclusions. We discuss factors that affect the validity of the evaluation and positive contribution of MS for the company and we test some particular hypothesis about the difference between evaluations in both MSs. We identify weak points in individual performance and team performance and define its development potential i ty.