

Master's Thesis Evaluation by the Supervisor

Title of the Master's Thesis:

Comparison of business plan and business reality: Design Towels entering Czewch market

Author of the Master's Thesis:

Bc. Miroslav Tabernaus

Goals of the Master's Thesis:

to map the mistakes that an entrepreneur tend to make when crafting a business plan, assuming the events that will happen, sales that will occur, competition that will act, or problems that will be solved. Its target is to help starting entrepreneurs make business plans that will count with various possibilities of action and be closer to reality.

EVALUATION OF THE MASTERS' THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	10
2. Demands on the knowledge	9
3. Adequacy and the way of the methods used	10
4. Depth and relevance of the analysis in relation to goals	9
5. Making use of literature/other resources, citing	10
6. The thesis is a well-organised logical whole	10
7. Linguistic and terminological level	10
8. Formal layout and requirements, extent	10
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	9
Total score in points (max 100)	97
Final grading	Excellent (1)

Overall evaluation, additional questions or comments:

Master Thesis recommended for the defense. Based on the author's research, what else can be crucial for wrong business projects (plans)?

The name of the supervisor:

prof. Ing. Jiří Dvořáček, CSc.

The employer of the supervisor:

Department of Business Economics