

### *Master's Thesis Evaluation by the Supervisor*

***Title of the Master's Thesis:***

Mass customization as a business model: Business plan for online furniture company

***Author of the Master's Thesis:***

Martin Žák

***Goals of the Master's Thesis:***

To write a business plan for a mass customized online furniture company operating on Czech and Swiss market, analyse the potential and feasibility of this business idea and calculate the financial estimates of the business

EVALUATION OF THE MASTER'S THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	10
2. Demands on the acquisition of additional knowledge or skills	10
3. Adequacy and the way of the methods used	10
4. Depth and relevance of the analysis in relation to goals	10
5. Making use of literature/other resources, citing	8
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	10
<b>Total score in points (max 100)</b>	<b>98</b>
<b>Final grading</b>	<b><i>výborně (1)</i></b>

***Overall evaluation (cca 150 words):***

Overall, the thesis is excellent piece of work. The author develops a business plan for the promising idea of online customization of furniture. It is done in detailed and professional way. The thesis is based in current international literature, the market survey is correctly done. The thesis has very high practical applicability, for this reason I suggest the thesis to be awarded as "Excellent thesis" (ESOP). The only small criticism I have with regard to the use of literature (it might be more colorful in some parts) and some sources in Bibliography section are reported twice or incomplete. Question: Funding request sets up the company valuation at the level of approx. 27 mil. CZK, what is the opinion of the author - will investors perceive valuation at the same level? And what is the plan for looking for such investors?

***The name of the supervisor:***

Martin Lukeš

***The employer of the supervisor:***

University of Economics, Prague