

***Bachelor's thesis evaluation by the supervisor***

***Title of the Bachelor's thesis:***

Strategic Analysis of the Air Astana Company

***Author of the Bachelor's thesis:***

Benazir Mansurova

***Objectives of the Bachelor's thesis:***

Strategic Analysis of the Air Astana Company

EVALUATION OF THE BACHELOR'S THESIS	
Criteria (max. 10 points per category)	Points awarded
1. The objectives of the thesis are evident and accomplished	9
2. Demands on the acquisition of additional knowledge or skills	8
3. Adequacy and the way of the methods used	8
4. Depth and relevance of the analysis in relation to objectives	8
5. Making use of literature/other resources, citing	8
6. The thesis is a well-organised logical whole	9
7. Linguistic and terminological level	8
8. Formal layout and requirements, extent	9
9. Originality, i.e. it is produced by the student	8
10. Practical/theoretical relevance/applicability	8
<b>Total score in points (max 100)</b>	<b>83</b>
<b>Final grading</b>	<b>Very good (2)</b>

***Overall evaluation and questions to be answered in the course of the defense:***

The author presents a strategic analysis of Air Astana, leading airlines company in Kazakhstan. The theoretical part is well organized and presents standard strategic tools with a sufficient number of references. The practical part starts with the presentation of the company background. It would be appropriate to disclose which sources were used to gather information. On the other hand, analyses of the macro and microenvironment are enriched with actual information.

P27 I would not consider an unemployment rate among the negative social factors, when it is evident that there is long-term declining trend. P29 is Air Astana really only company with those aircrafts? It is hard to believe. Subchapter 7.4 can hardly be called financial analysis. I would prefer to name it a comparison of basic financial indicators. Horizontal analysis cannot be based on absolute values. Besides this financial section, the practical part of the thesis is well-written. Author cites relevant actual information, adequately utilizes tools of strategy analysis and offers a comprehensive view of the company's situation. Formal aspect of the thesis is more or less fine, apart from occasional grammatical mistakes.

Questions: 1. Since newly established regional Qazaq Air has the same national controlling shareholder as Air Astana, what does it mean for Air Astana from the strategic perspective? Take into consideration existing ownership structure. 2. What factors play a role in consumer preference of Air Astana despite having overpriced tickets? Is there perspective of change on the national level?

***Name of the Bachelor's thesis supervisor:***

Ing. Ales Kubicek, PhD.

***Occupation of the Bachelor's thesis supervisor:***

Department of Strategy

May 25, 2016

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Signature of the Bachelor's thesis supervisor