

Bachelor's Thesis Evaluation by the Supervisor

Title of the Bachelor's Thesis:

Strategic analysis of Dr. Popov company

Author of the Bachelor's Thesis:

Šárka Popovová

Goals of the Bachelor's Thesis:

Pursue the strategic analysis of Dr. Popov company

EVALUATION OF THE BACHELOR'S THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	8
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 goals	8
5. Making use of literature/other resources, citing	6
6. The thesis is a well-organised logical whole	10
7. Linguistic and terminological level	6
8. Formal layout and requirements, extent	9
9. Originality, i.e. it is produced by the student	8
10. Practical/theoretical relevance/applicability	8
Total score in points (max 100)	79
Final grading	velmi dobře (2)

Overall evaluation (cca 150 words):

The author presents an average strategic analysis of a given company, i.e. she managed to use the usual strategic analysis tool box where some analyses were pursued very well whilst others could be done much better. The author did a comprehensive analysis of external environment with several very interesting and for the company important points. However, it is a pity, that there are no sources cited to verify these trends and factors (e.g. social trends, market share of individual product categories in BCG, etc.). I would also suggest better language revision. There are some more comments which I declare also as questions for the defence:

1. There is a high bargaining power of suppliers. How to overcome it or hedge against it?
2. The author mentioned "Earnings per whole company (page 35) as a benchmarking criteria. What is that?
3. How was the market share in BCG matrix evaluated?
4. The author considers low number of employees as a strength for Mr. Popov. Why?

The name of the supervisor:

Ing. Ladislav Tyll, MBA., Ph.D.

The employer of the supervisor:

KSG FPH VŠE

19 May 2016


Signature of the supervisor