

### ***Bachelor's Thesis Evaluation by the Opponent***

***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:***

Perform the strategic analysis of Dr. Popov company and propose the strategy for future growth.

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	7
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	9
7. Linguistic and terminological level	8
8. Formal layout and requirements, extent	10
9. Originality, i.e. it is produced by the student	9
10. Practical/theoretical relevance/applicability	8
<b>Total score in points (max 100)</b>	<b>81</b>
<b>Final grading</b>	<b>velmi dobře (2)</b>

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

The thesis is very well-structured and organised. Theoretical base introduces tools for performing the strategic analysis, which are then used properly and mostly in sufficient depth. Practical part offers to readers good overview of how the company works. It is also easy to read and understandable.

The quality level of presented PEST and the 5 forces analysis is very decent. It would be interesting to outline the options of particular public contracts in which the company could participate.

I would have some questions regarding the benchmarking. Could author explain how he perceives the difference between "The economic result per employee" and the "Earnings per employee"? There is also not clear, what indicates the "Earnings per whole company in %".

Does Dr. Popov company have the "cheapest labor force" or simply the best performing one?

In value chain analysis is mentioned the "little research among the employees", however I am missing at least brief evidence.

The C) segment (Market developments) of Growth matrix includes the "Production of fitness supplement". Does it correctly belong to this segment?


***The name of the opponent:***

Ing. Karel Pernica

***The employer of the opponent:***

KSG FPH VŠE

28 May 2016

  
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Signature of the supervisor