

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

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

Business plan: RozbitýSamsung.cz

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

Tomáš Hýbl

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

Create a business plan for venture RozbitýSamsung.cz and evaluate this business opportunity.

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	9
4. Depth and relevance of the analysis in relation to objectives	9
5. Making use of literature/other resources, citing	8
6. The thesis is a well-organised logical whole	10
7. Linguistic and terminological level	9
8. Formal layout and requirements, extent	9
9. Originality, i.e. it is produced by the student	9
10. Practical/theoretical relevance/applicability	10
<b>Total score in points (max 100)</b>	<b>90</b>
<b>Final grading</b>	<b>Excellent (1)</b>

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

It is well written bachelor thesis. I enjoyed reading it. It is neatly organized and easy to follow for the reader. The theoretical part builds a knowledge base for the following practical part. I like the history of e-commerce part, it is useful to gain a perspective on the topic in question. The main goal was development of a business plan for a service venture RozbitýSamsung.cz. It is clear that the author has quite a lot experience with the similar business. He uses his past experience for developing this idea. That makes the opportunity more feasible. I was surprised by the terminology usage of B2C as business to customer. I know this abbreviation is more used as a business to consumer. The thesis is interesting as an analysis of existing tools for business planning, but also as a practical guide form someone with an idea in the e-commerce. Were there any differences between the online survey answers and face-to-face interviews? Did you use the same questions? Why is Stansa Company supporting your new business? What is their motivation?

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

Ing. Michal Andera

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

Department of Entrepreneurship

*I honestly declare that I am not in any allied relationship with the author of this Bachelor's thesis.*

June 8, 2016

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Signature of the Bachelor's thesis opponent