

Master's Thesis Evaluation by the Supervisor

Title of the Master's Thesis:

Business plan: instant natural super-food

Author of the Master's Thesis:

Jakub Mazal

Goals of the Master's Thesis:

To develop a business plan for an instant natural food replacement operating on the Czech 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	9
3. Adequacy and the way of the methods used	9
4. Depth and relevance of the analysis in relation to goals	9
5. Making use of literature/other resources, citing	9
6. The thesis is a well-organised logical whole	10
7. Linguistic and terminological level	9
8. Formal layout and requirements, extent	10
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	10
Total score in points (max 100)	95
Final grading	výborně (1)

Overall evaluation (cca 150 words):

The theoretical part describes in a practical way current approaches to business planning and business modelling. The author was able to find current international literature used by growth oriented start-ups with some addition of academic sources. Detailed description of the trends in food industry follows. In the practical part, business model canvas and lean canvas are introduced to enable insight into core business idea. The detailed business plan follows that covers all key areas of the business and is based on experience from developing the start-up in reality. Linguistic and terminological level is fine, with rare exceptions (e.g. p. 3). In a customer survey I miss the primary survey on potential customers not accustomed with the product. Overall, combination of 3 data sources provides however good basis for efficient targeting. In 2.6.4.1 I felt a kind of underestimation of existing competition that whose weaknesses might not be perceived by customers. There are also risks associated with outsourcing the production and, for the author, in legal structure. Question: Any proof on share of potential customers in the overall target group who put bigger value on "made-of-nature" than on other features such as non-allergen or better taste?

The name of the supervisor:

Martin Lukeš

The employer of the supervisor:

University of Economics, Prague