



Posudek oponenta diplomové práce

Název diplomové práce:

Autor diplomové práce:

Cíl diplomové práce:

HODNOCENÍ DIPLOMOVÉ PRÁCE	
Kritéria hodnocení (každé max 10 bodů)	Přidělené body
1. Vymezení cíle a jeho naplnění	
2. Adekvátnost použitých metod, způsob jejich použití	
3. Náročnost tématu na získávání dalších znalostí či dovedností	
4. Hloubka a správnost provedené analýzy (ve vztahu k cílům)	
5. Práce s informačními zdroji a jejich citace	
6. Logická stavba a členění práce	
7. Jazyková a terminologická úroveň	
8. Formální úprava a náležitosti práce, rozsah	
9. Vlastní přínos k řešené problematice	
10. Využitelnost výsledků práce v praxi/teorii	
Celkové bodové hodnocení (max 100 bodů)	0
Výsledná známka	

Celkové zhodnocení práce a otázky k obhajobě:

Jméno oponenta diplomové práce:

Pracoviště oponenta diplomové práce:

Čestně prohlašuji, že nejsem ve spřízněném vztahu k autorovi diplomové práce.

Master's thesis evaluation by the opponent

Title of the Master's thesis:

Business plan: instant natural super-food

Author of the Master's thesis:

Bc. Jakub Mazal

Objectives 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 (max. 10 points per category)	Points awarded
1. The objectives of the thesis are evident and accomplished	8
2. Demands on the acquisition of additional knowledge or skills	9
3. Adequacy and the way of the methods used	7
4. Depth and relevance of the analysis in relation to objectives	6
5. Making use of literature/other resources, citing	10
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	8
Total score in points (max 100)	87
Final grading	Very good (2)

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

The author has written an excellent thesis on Business plan: "instant natural super-food". The author has written his thesis with the topic of "Business plan: instant natural super-food" which is bearing and actual topic. The author aptly described the terminology and methodology, which was later used in the practical part. It remained without explanation however, for what reasons both canvases have been used. Generally speaking, lean canvas is used instead of the business model canvas for the reason of simplification e.g at the beginning of thinking about new enterprise. The use of both do not seem to have much sense here. The depth of the description of the business model canvas is also not entirely adequate. Porter's Five Forces Analysis should be employed in more detail, possibly in the tables of numerical representation or/and using more data. Different parts of the thesis are well identified. Author uses citations appropriately. There is a minimal amount of grammatical mistakes and errors in syntax. Use of conjunctiv adverb at the beginning of a sentence is not desirable. Given that the author is not a native speaker the level of his expression is outstanding. 1) Explain why did you use both canvases 2) Illustrate in detail the first of Porter's five forces

Name of the Master's thesis opponent:

PhDr. David Anthony Procházka, MSc, MBA, FCMI

Occupation of the Master's thesis opponent:

University of Economics, Prague

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