

Bachelor's Thesis Evaluation by the Supervisor

Title of the Bachelor's Thesis:

Business plan for opening a «Dunkin' Donuts» franchise restaurant in Prague

Author of the Bachelor's Thesis:

Aliaksandr Kubyshkin

Goals of the Bachelor's Thesis:

To provide an exact and accurate business plan for a «Dunkin' Donuts» franchise restaurant in Prague, Czech Republic

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	9
3. Adequacy and the way of the methods used	9
4. Depth and relevance of the analysis in relation to goals	8
5. Making use of literature/other resources, citing	8
6. The thesis is a well-organised logical whole	9
7. Linguistic and terminological level	10
8. Formal layout and requirements, extent	7
9. Originality, i.e. it is produced by the student	9
10. Practical/theoretical relevance/applicability	8
Total score in points (max 100)	85
Final grading	velmi dobře (2)

Overall evaluation (cca 150 words):

The student chose as his Bachelor's Thesis topic a business plan for Dunkin' Donuts Company. He divided his thesis into two parts theoretical and practical. In theoretical part the student describes various factors that need to be taken into account for a business to be successful, and methods of creating a business plan. In the practical part the student analyses Czech market opportunities for launching a restaurant business and legislation specifications, recommend location of Dunkin' Donuts, conducts industry and market analysis and describes financial plan.

The student used appropriate methods to fulfil the bachelor thesis goal, he used appropriate citation style and the thesis is well outlined. However, I miss a bit more detailed analysis of financing such as breaking point. I recommend using tables and charts than plain paragraph to manifest the planned financial results.

I RECOMMEND this thesis to be defended.

Questions: What are the biggest threads you identified for opening a Dunkin' Donuts Company?

The name of the supervisor:

Blanka Habrmanová

The employer of the supervisor:

Department of Entrepreneurship