

Bachelor's thesis evaluation by the opponent

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

Objectives of the Bachelor's thesis:

The goal of the thesis is to prepare a business plan for a Dunkin' Donuts franchise entering the Czech market.

EVALUATION OF THE BACHELOR'S THESIS	
Criteria (max. 10 points per category)	Points awarded
1. The objectives 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	8
4. Depth and relevance of the analysis in relation to objectives	8
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	10
Total score in points (max 100)	94
Final grading	Excellent (1)

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

The goal of the thesis is to prepare a business plan for a Dunkin' Donuts franchise entering the Czech market. In the theoretical part author provides insights about SME management and follows with a traditional structure of a business plan while using both up to date and traditional sources.

In the practical part of the business plan the author describes intended physical location and analyses competition within that given area. I appreciate the SWOT analysis, which is based rather on studies and facts than personal opinion (which is often a mistake when conducting such an analysis). The PESTEL analysis is conducted in similar manner. The marketing plan includes segmentation which is necessary for preparation of a successful communication mix. Regarding the financial plan it would be more appropriate to use tables for better understanding.

Overall I find the work very well done, with interesting choice of topic and proper use of sources. I recommend the thesis for defense.

Questions for defense:

- 1) Is there a possibility to customize the offer somehow for the Czech market? Are there any regulations for marketing communication?
- 2) You believe the product is currently in the stage of "maturity". What can be done to prevent possible stage of "decline" in sales and life-cycle of the product?

Name of the Bachelor's thesis opponent:

Ing. Jan Mareš

Occupation of the Bachelor's thesis opponent:

Department of Entrepreneurship, Faculty of Business Administration, University of Economics, Prague

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

