

Master's Thesis Evaluation by the Supervisor

Title of the Master's Thesis:

Business plan of Bottled GmbH

Author of the Master's Thesis:

Johannes Maes

Goals of the Master's Thesis:

Deliver a business plan and supply the start-up with a prediction of its development, and through the use of business theory, academic research and BOTTLED financials, prove the long-term viability of the company to attract strategic partners willing to invest the capital needed to fund future business operations and foster steady growth.

Evaluation:

| | Criteria | Description | Max. points | Points |
|-------------------------|-------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------|
| Content 70% | Output Quality | The author presents a very practically oriented thesis. Also its theoretical part is written in this manner which makes it very consistent in deed. Author also managed to deliver a very comprehensive and catchy executive summary of his plan as it is expected by any practitioner. I also appreciate a pretty objective view on given business however it is also evident, that author feels enthusiastic about it in the same time. In case of limitations I would only question elaborating SWOT analysis prior to other analyses which are by definition used in order to conduct a quality SWOT. And secondly I am missing some further job description and expectations from the new employee who is vital for the future of the company as well as his/her remuneration. I may only guess that the salary expenses would reach 90k EUR within next three years. Overall, I would say that the thesis meets the requirements and the author delivered standard business plan. | 20 | 17 |
| | Goals | The goals are clearly and explicitly set and accomplished as well as discussed at the end of the paper. | 10 | 10 |
| | Methodology: | Author used a huge variety of methods commonly pursued in order to make a quality business plan. Besides that he used also other methods to provide some detailed understanding of company customers which belong to modern design thinking area. | 20 | 20 |
| | Theory/ Conceptualization: | Theoretical part is of an average quality with rather an average literature review. On the other hand, considering the fact, that this is a practically oriented thesis, it is generally sufficient. It is only a pity that some concepts used in the practical part do not have their description in the theoretical part and author somehow expects the readers knowledge. | 20 | 16 |
| Formal requirements 15% | Structure: | The thesis is well organized and follows the structure of standard business plan. | 3 | 3 |
| | Terminology: | No comment on this criterion | 4 | 4 |
| | Formalities: | The thesis meets all the criteria in this criterion. | 4 | 4 |

| | | | | |
|---------------|------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|---|
| | Citing: | The author used appropriate sources relevant for his thesis. They are all well cited. | 4 | 4 |
| Delivery 15 % | Presentation document: | Is the presentation itself structured in a clear way? Is it appealing and easy to follow? Does it convey the message efficiently? | 5 | |
| | Presentation skills: | Are you conveying the message efficiently and timely? Do you use appropriate words, speed, tone of voice, gestures, movement etc. to express your thoughts in a clear manner? | 5 | |
| | Argumentation: | Are you able to readily and briskly react to questions or comments? Are you able to explain unclear parts and connect comments to relevant places in your presentation or parts of particular analyses? How well are you able to defend to your ideas and recommendations? | 5 | |
| | | | 100 | 0 |

Other comments:

No other comments.

Questions or comments to be discussed during the thesis defence:

What would make the potential investor invest more than 165k EUR in return for only 15% stake in the company? Considering current poorer company performance, it could be a challenge.
What salary do you expect to pay to your new employee? And how will you find a suitable candidate ready to accept this offer.

The name of the Supervisor:

Ing. Ladislav Tyll, MBA., Ph.D.

The employer of the Supervisor:

KSG, FPH, VSE

Date 27. 12. 2017

Signature of the Supervisor:

