

### *Master's thesis evaluation by the supervisor*

**Title of the Master's thesis:**

Strategic analysis of a ski resort

**Author of the Master's thesis:**

Bc. Jiří Trumpeš

**Objectives of the Master's thesis:**

The goal of this thesis is to evaluate current strategic position of the company and its surroundings and to deliver recommendations for future.

EVALUATION OF THE MASTER'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	10
3. Adequacy and the way of the methods used	10
4. Depth and relevance of the analysis in relation to objectives	10
5. Making use of literature/other resources, citing	10
6. The thesis is a well-organised logical whole	10
7. Linguistic and terminological level	10
8. Formal layout and requirements, extent	10
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	10
<b>Total score in points (max 100)</b>	<b>100</b>
<b>Final grading</b>	<b>Excellent (1)</b>

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

Objective of this thesis has been met. This master's thesis is divided into two part, which correspond together. In theoretical part author discuss basic theoretical knowledge of strategic management. Author describe the concept of strategy, theoretical basis of strategy and selected methods of strategic analysis. The whole thesis is done very carefully and without obvious content deficiencies. Autor demonstrated the abilities of working with relevant literature and the creation of a search. In practical part methods of strategic analysis are applied correctly and then autor declare specific recommendations for future. Question: You declare that one of the biggest problems is the critical financial condition. As you surely know, performance is always relative. What is the financial condition of the biggest competitor?

**Name of the Master's thesis supervisor:**

Ing. Petra Štamfestová, Ph.D.

**Occupation of the Master's thesis supervisor:**

Department of Strategy