

Master's thesis evaluation by the opponent

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 Master's thesis is to conduct a strategic analysis of company Sportovní areál Ještěd, a.s., 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
Total score in points (max 100)	100
Final grading	Excellent (1)

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

Author of the Master's thesis "Strategic analysis of a ski resort" fulfilled the goal of this thesis as well as content, language and formal requirements for this type of model essay. I appreciate positively the scope of analyses made and mainly author's reflection of development trends and their presumed reasons. The author does not comment only on financial numbers, but as well on political, environmental and other consequences, which provides a necessary big picture for recommendations. I also appreciate the choice of the company; it is visible that the author is close to sport as well as the particular site, which is reflected in his interest in thorough analysis of the entity.

Suggested questions for a thesis defense:

1/ Please choose one of the financial indicators which shows potential weakness of the company and provide practical recommendation for elimination of this weakness.

2/ Please provide example of macroeconomic factors that may influence the company in a long term.

I do recommend the Master's thesis for defense.

Name of the Master's thesis opponent:

Ing. Lukáš Kervitcer

Occupation of the Master's thesis opponent:

Česká spořitelna, a.s.

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

August 18, 2017

Signature of the Master's thesis opponent