Assessment of the Master Thesis – Opponent

Study program: International Economic Relations
Field of Study: International Business – Central European Business Realities
Academic Year: 2017/2018
Master Thesis Topic: Strategic Development Business Plan for the Tourism Company in Prague
Author´s Name: Ivan Babarykin
Ac. Consultant´s/Supervisor´s Name: doc. Ing. Mikuláš Pichanič, CSc.
Opponent´s Name: Ing. Lenka Staňková

	Criterion	Mark (1-4)
1	Overall objective achievement	1
2	Logical structure	1
3	Using of literature, citations	1
4	Adequacy of methods used	1
5	Depth of analysis	1
6	Self-reliance of author	1
7	Formal requirements: text, graphs, tables	1
8	Language and stylistics	2

Comments and Questions:
The MT deals with strategic development business plan. The structure, used methods and logical continuity is excellent. The author uses different frameworks to better understand the importance of strategic planning. He also introduces various approaches to external and internal environment analysis. The theoretical part fully corresponds with current practice. This theoretical background helped the author successfully achieve the aim of the MT – to develop a business plan for the tourism company. I appreciate the deep analysis of tourism business environment and the own contribution of the author. The analysis of the market situation in the Czech Republic is based on data from relevant and reliable sources. The author used more methods including SWOT, PEST and competitor analysis to identify the key strategic actions. I have just one comment regarding the SWOT analysis, some of the Opportunities (expansion of the product line, supplementary products) identified by the author, belongs to the Strengths, as strengths represent internal abilities of the company (compared also to competitors) and opportunities come from the external environment.
Q1: What is the main competitive advantage of Prague Bus Tour Company?
Q2: Development of new marketing campaign has been identified as one of the key issues. Which marketing channels would you recommend as the most effective to reach the target group?

Conclusion: Master Thesis **is recommended for the defense**

Suggested Grade: **1**
Prague, 09/17/2017   Ing. Lenka Staňková

                                                                                                        Opponent