

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: Small Business and International Entrepreneurship
Author's Name: Anastasiia Radchenko
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	3
2	Logical structure	3
3	Using of literature, citations	3
4	Adequacy of methods used	2
5	Depth of analysis	3
6	Self-reliance of author	2
7	Formal requirements: text, graphs, tables	3
8	Language and stylistics	3

Comments and Questions:

The author delivers an average business plan using her own ideas of perspective future venture. Theoretical part focuses on types and function of SMEs, on the position of SME in the global environment; it deals with possible sources of support and ways of financing. It also compares conditions for SME in three EU countries. Practical part – the business plan for a small hotel – consists of very basic analysis, there is no deeper overview of the hotel business environment in the Czech Republic. I would have doubts whether the future of presented venture would be as bright as seen by the author. I don't think that the target group (backpackers and price sensitive tourists) corresponds with the price level. It isn't clear how the occupancy rate was calculated, whether it's based on official statistics data or it's just author's subjective estimation. The objective of the MT is to provide guidelines for starting business in global environment; this ambitious aim wasn't fulfilled by the author.

Q1: Why do you think that billboards around Prague would be a good marketing channel to attract attention of potential foreign guests?

Q2: Are there any sources or support from EU you could use to start this kind of business?

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

Suggested Grade: 3

Prague, 09/15/2017

Ing. Lenka Staňková

Opponent