

Master's Thesis Evaluation by the Oponent

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:

The purpose of this business plan is to supply BOTTLED GmbH with a prediction of its development, and introduces potential investors to the business concept and holistic business strategy BOTTLED has implemented to ensure a competitive distinction from other players in the crowded German beverage market. Through the use of business theory, academic research and BOTTLED financials, 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 clearly understands and thoroughly details the inner workings of BOTTLED GmbH, and its potential for future success and growth if needed investments are made. From the company's financial challenges and supply chain, to its strategic brand marketing plan to break into the German beverage market based on market research, the business plan supplies readers and potential investors with a full and realistic picture of both the current and potential state of affairs of the company. The author also manages to incorporate sound business theory into the plan and demonstrates a solid understanding of best practices, and how the start-up can and should successfully utilize them. In terms of how potential investments would be used, I would have appreciated more detail on the 90,000€ set aside for wages and salary, as this is a bulk of the requested financial investment and much of the company's future success depends on increased sales brought by this employee. I would also question spending 9,000€ for office space, as this money could be better spent on hiring an experienced sales employee. That said, the author not only proves his deep knowledge of BOTTLED GmbH, but also its viability as a company and brand, while also presenting a solid and realistic plan for overcoming current financial challenges. I believe the goals he set out to achieve with this business plan were accomplished.	20	16
	Goals	The author promised to answer three questions in his introduction (Can you identify evidence of a viable market? Do you have a business model that makes sense? Can you anticipate the risks involved?), and he fulfilled that promise throughout the business plan, and thoroughly in the conclusion.	10	10
	Methodology:	The author mixed theory, best practices, research, financials and his own personal connection/experience with BOTTLED GmbH to create a well-rounded and thorough business plan. His hands-on experience with the company added additional insight without distracting from the overall goal.	20	20

	Theory/ Conceptualization:	The author clearly demonstrates an in-depth understanding of the topic, and weaves in traditional business practices and theory alongside modern (customer-centric) theories. The literature review is quite limited, but as the author submitted a business plan written for potential investors, this is to be expected.	20	18
Formal requirements 15%	Structure:	Clean, organized and logical flow of information	3	3
	Terminology:	Meets opponent expectations	4	4
	Formalities:	Meets opponent expectations	4	4
	Citing:	Well-sourced with extensive appendix	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 additional comments

Questions or comments to be discussed during the thesis defence:

You plan to pay a full-time employee 30,000€/year for three years. Do you think this salary is sufficient for an experienced sales professional, especially considering the wage does not increase even if sales goals and KPIs are achieved?

Do you anticipate company founders increasing their level of involvement if/when requested investments are made? If not, who will oversee plans introduced in this paper, monitor KPIs, management of the new full-time employee and ensure the additional investment is spent strategically?

The name of the Oponent:

Jeremy R. Crider, M.A.

The employer of the Supervisor:

HelloFresh

Date: 1. 11. 2018

Signature of the Oponent:


