

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

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

Business plan of rental apartments

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

Valeriia Pashkina

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

Objective of the thesis is to develop a business plan for the newly expanded business, assess the rental strategies in terms of targeted length of the rents, pricing strategy, reducing variable costs and in general improve the financial performance of the company.

| <b>EVALUATION OF THE BACHELOR'S THESIS</b>                       |                       |
|--|-----------------------|
| <b>Criteria (max. 10 points per category)</b>                    | <b>Points awarded</b> |
| 1. The objectives of the thesis are evident and accomplished     | 6                     |
| 2. Demands on the acquisition of additional knowledge or skills  | 6                     |
| 3. Adequacy and the way of the methods used                      | 5                     |
| 4. Depth and relevance of the analysis in relation to objectives | 5                     |
| 5. Making use of literature/other resources, citing              | 6                     |
| 6. The thesis is a well-organised logical whole                  | 7                     |
| 7. Linguistic and terminological level                           | 6                     |
| 8. Formal layout and requirements, extent                        | 4                     |
| 9. Originality, i.e. it is produced by the student               | 8                     |
| 10. Practical/theoretical relevance/applicability                | 6                     |
| <b>Total score in points (max 100)</b>                           | <b>59</b>             |
| <b>Final grading</b>   | <b>Failed (4)</b>     |

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

Author presents the business plan of the family owned business and thus provides very interesting and valuable insights based on her own experience. The structure of the thesis is well organized and follows the logical flow of the business plan. However the reading of the thesis is quite enjoyable, some shortcomings can be identified. Just by taking a look at the goals at the beginning and then on conclusion, one would not have a notion whether they were accomplished or not. The conclusion is very brief and does not fully reflect the findings.

p. 21 - There is stated that in Karlin the expected rate of return equals 4%, however, it is not backed by the relevant data. Where the author get this percentage from?

Mission statement feels somewhat ordinary. Does the author think it is either appealing for the customers or motivating for employees in great extent? How does this statement help the company differentiate itself from others?

p. 24 - The net salaries are summarized in the table. What is the reason to work with the net salaries in the business plan?

5 forces analysis - RIVALRY WITHIN INDUSTRY - It is stated, that price of real estate is relatively cheaper in Prague than in other European capitals. The proof is missing. Where does this information come from?

SUBSTITUTES - Not clear whether the threat of substitutes is high or low for the Vista Riverside?

SUPPLIERS - It is said the power of suppliers is low, however the company is highly dependent on the Booking.com services (80% of the transactions). I believe Booking.com has great power to dictate the conditions.

p. 36 - Vista Riverside wants to target the "healthcare treatment" segment. What is the approximate size of the segment?

p. 39 - "Price for the middle-term strategy" table offers prices, which does not correspond with any of the appendix tables. How those were set? They won't be different for high or low season?

Appendix 3,4,5 - missing explanation of the table's header - I assume those are quarters.

p50 - Income statement - on p. 42 the marketing costs for 2018 is calculated in amount of 66 000 CZK, while in the income statement those are only 5 000 CZK, why? Also the staff cost and expenses on employees does not match with the net salaries overview. Could author provide a breakdown of this part of income statements?

While reading the thesis one would assume that the company wants to focus in greater extent on the middle to long-term rents. The question is again why, when the total return on portfolio for long-term significantly exceeds the long-term.

Formatting of the thesis does not meet the expected quality in some parts. Graphs, pictures and even the tables are a bit blurry. The thesis is on the edge of defensibility.

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

Ing. Karel Pernica

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

KSG

June 8, 2018



Signature of the Bachelor's thesis supervisor