

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

***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:***

The thesis presents a business plan of the company Vista Riverside. Main goal is to develop a business strategy, marketing and financial plans for new and current apartments. This goal is about to be reached through analyzing different rent options, setting up financial and performance goals, developing a marketing and sales plan to increase revenues and making a cost optimization plan to increase profit.

EVALUATION OF THE BACHELOR'S THESIS	
Criteria (max. 10 points per category)	Points awarded
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	7
4. Depth and relevance of the analysis in relation to objectives	6
5. Making use of literature/other resources, citing	6
6. The thesis is a well-organised logical whole	6
7. Linguistic and terminological level	7
8. Formal layout and requirements, extent	6
9. Originality, i.e. it is produced by the student	6
10. Practical/theoretical relevance/applicability	7
<b>Total score in points (max 100)</b>	<b>63</b>
<b>Final grading</b>	<b>Good (3)</b>

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

The author prepared bachelor thesis on a topic of Business plan of rental apartments, concretely of company Vista Riverside. The thesis is logically divided into theoretical and practical part. What can be positively evaluated is the fact that the author tried to follow the structure of Vista Riverside business plan she chose in theoretical part and the wide information she has about the company. As the main goal was to develop a business strategy, marketing and financial plans, the thesis should involve not only its current description, but also more suggestions and own contribution for its development. The conclusion is too short and provides very brief information about goals fulfilment. This part also speaks about hypothesis that was not stated in the beginning. The thesis is weak in formatting and citations.  
I recommend the thesis for defense.

**Questions:**

1. What is the reason for choosing business plan structure according to Pinson (2008)?
2. What is a competitive advantage of company Vista Riverside?
3. There is a sales forecast table on page 45. How were numbers for FY19 calculated?

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

Ing. Martina Honcová

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

Department of Strategy, FBA

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