



University of Economics, Prague

Faculty of Finance and Accounting

Study programme "Finance and Accounting"

Master Thesis Evaluation

Reviewer form

Student name: *Giacomo Donini*

Title of the thesis: *Strategic Analysis of Accommodation Facility in Prague*

Year of the defence: *2018*

Supervisor name and affiliation: *Ing. František Poborský, Ph.D., FFÚ VŠE*

Reviewer name and affiliation: *Ing. Roman Mysín, FFÚ VŠE*

THESIS CONTENT SUMMARY:

Based on external and internal factors the author evaluates the accommodation facility business to determine the best development strategy. The author firstly reviews various management strategy concepts to find the most appropriate models for the selected case study. Then the author accesses the current layout of the business and evaluates it through selected models such as SWOT and PEST analysis. The author then outlines the development points for the business.

OBJECTIONS AND REMARKS:

The thesis is well structured and coherent. The author provides sufficient conceptual description of the business operations and its challenges.

The author could have used more academic articles and publications to strengthen the analysis since conclusion is mostly based on author's assumptions rather than research.

QUESTIONS FOR THE DEFENCE:

- 1) Is there some analysis of the company's financial statements to support the conclusion on the business strengths?
- 2) Has the financial performance of the business been benchmarked against the industry level?

ASSESSMENT:

Criterion	Excellent	Very good	Good	Insufficient
Aim formulation and fulfilment	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Work with literature	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Methods and data used	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Results and their discussion	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Formal aspects	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Proposed overall grading: 3 - Good				

Prague, 08.06.2018

Roman Mysin

Signature