

Bachelor's Thesis Evaluation by the Supervisor

Title of the Bachelor's Thesis:

Business plan

Author of the Bachelor's Thesis:

Olga Sheveleva

Goals of the Bachelor's Thesis:

The purpose of this bachelor thesis on the topic Business Plan of New Generation is a business plan including company analysis, market analysis, marketing analysis and financial plan.

EVALUATION OF THE BACHELOR'S THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	8
2. Demands on the acquisition of additional knowledge or skills	8
3. Adequacy and the way of the methods used	7
4. Depth and relevance of the analysis in relation to goals	9
5. Making use of literature/other resources, citing	9
6. The thesis is a well-organised logical whole	9
7. Linguistic and terminological level	8
8. Formal layout and requirements, extent	7
9. Originality, i.e. it is produced by the student	9
10. Practical/theoretical relevance/applicability	8
Total score in points (max 100)	82
Final grading	velmi dobře (2)

Overall evaluation (cca 150 words):

The student has focused on writing a business plan for the educational club "Next Generation" offering extra-curriculum activities in English language in the centre of Prague. She divided her thesis into two parts - theoretical and practical. In her theoretical part she focused on importance of writing a business plan, recommended structure and important analyses to be done before setting up a business. In practical part she describes business opportunity of Next generation club and business plan itself. The thesis is logically organized and fulfills all requirements for formal layout and the requirements on bachelor theses. The student used series of information sources that were properly quoted. The language and terminology level of the language is high. The work can serve as a guide for other entrepreneurs who are planning to establish a club of a similar type. I appreciate survey the student did to support her demand assumptions.

I RECOMMEND the thesis to be defended.

The name of the supervisor:

Blanka Habrmanová

The employer of the supervisor:

Department of Entrepreneurship

18 June 2018

Signature of the supervisor