

Bachelor's thesis evaluation by the supervisor

Title of the Bachelor's thesis:

Business plan of "Sweet world" cafe

Author of the Bachelor's thesis:

Polina Shumilova

Objectives of the Bachelor's thesis:

Goal of the thesis is to prepare business plan for "Sweet world" project.

EVALUATION OF THE BACHELOR'S THESIS	
Criteria (max. 10 points per category)	Points awarded
1. The objectives 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	9
4. Depth and relevance of the analysis in relation to objectives	7
5. Making use of literature/other resources, citing	7
6. The thesis is a well-organised logical whole	8
7. Linguistic and terminological level	9
8. Formal layout and requirements, extent	7
9. Originality, i.e. it is produced by the student	8
10. Practical/theoretical relevance/applicability	9
Total score in points (max 100)	80
Final grading	Very good (2)

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

The author of the thesis aimed to prepare a comprehensive business plan for her entrepreneurial project "Sweet world" cafe. In the theoretical part author presents a well-researched structure of a business plan. It would be vital if she provided also some introduction and specifications about the industry, where she wants to operate with her business. However, for the business planning she uses up-to-date methodology. Within the practical part the author presents the business plan itself. Some financial figures (salaries) seem a bit underestimated and need some clarification. On the other hand the initial costs seem realistic and well-researched. The author has based her estimations on statistical data, which are referenced as "found statistics". I recommend citing them explicitly. The author has also conducted a research (N = 55) and presents her findings. Overall, the author has dedicated sufficient effort to her thesis and I recommend it for defense.

Questions:

- 1) Why do you plan to use the Storyous application and how can the business benefit from this?
- 2) Describe how do you plan to attract initial customers.

Name of the Bachelor's thesis supervisor:

Ing. Jan Mareš

Occupation of the Bachelor's thesis supervisor:

KPO, FPH, VŠE