

Bachelor's thesis evaluation by the opponent

Title of the Bachelor's thesis:

Business plan of "Sweet world" café

Author of the Bachelor's thesis:

Polina Shumilova

Objectives of the Bachelor's thesis:

The goal of the thesis is to develop a comprehensive business plan for the new café "Sweet world".

EVALUATION OF THE BACHELOR'S THESIS	
Criteria (max. 10 points per category)	Points awarded
1. The objectives of the thesis are evident and accomplished	7
2. Demands on the acquisition of additional knowledge or skills	7
3. Adequacy and the way of the methods used	5
4. Depth and relevance of the analysis in relation to objectives	6
5. Making use of literature/other resources, citing	4
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	6
Total score in points (max 100)	60
Final grading	Good (3)

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

The author has aimed to develop a comprehensive business plan for the new café "Sweet world", which specialises in making and selling traditional desserts originated in different countries in Prague. The theoretical part of the thesis describes the individual parts of the business model. The practical part aims to implement it. Unfortunately, I have found many serious flaws in the text and in the analysis, and thus I recommend the thesis for defense with a caution, depending on the performance during the defense. I see main sources of problems in the following issues:

1) I find the theoretical part of the thesis too short. I would welcome more extensive discussion on business models, entrepreneurship and business success. 2) The structure should be improved and the reader would deserve better guidance throughout the text. 3) In overall, the information sources (especially salaries and prices) supporting the feasibility of the business idea do not reflect the current economic situation in Prague and in the country. For example, it is very difficult to imagine, that the general manager could be hired for 10 K CZK per month (p. 40). According to the Czech Statistical Office, the average salary was in Prague in 2017 39 K CZK brutto. 4) In section 8.3.2., you analyse existing reviews of customers on TripAdvisor, however why do you talk about eye camera research? 5) I would welcome more information about the survey (distribution, dates, response rate, etc.). Do collected responses reflect really all segments?

Questions for defense:

1) What other business models besides traditional BMC and LC do you know? Is there any study showing that entrepreneurs who make business plans are more successful than those who do not?
2) The key resource is your chef who will be able to cook your traditional desserts. How would you convince him/her to stay in your business? Is it a risk factor?
3) How do you plan to pick the best of each of the country, and more importantly, how do you plan to tell this to your potential customers?

Name of the Bachelor's thesis opponent:

Ing. Ondřej Dvouletý, Ph.D., MSc.

Occupation of the Bachelor's thesis opponent:

Department of Entrepreneurship, Faculty of Business Administration, University of Economics, Prague

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

May 27, 2018

Signature of the Bachelor's thesis opponent