

Bachelor's thesis evaluation by the supervisor

Title of the Bachelor's thesis:

Business Plan of Fast Food Restaurant SushiGO

Author of the Bachelor's thesis:

Duong Hung Le Van

Objectives of the Bachelor's thesis:

The goal of the thesis is to prepare a business plan for a sushi fast food 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	10
2. Demands on the acquisition of additional knowledge or skills	8
3. Adequacy and the way of the methods used	10
4. Depth and relevance of the analysis in relation to objectives	10
5. Making use of literature/other resources, citing	9
6. The thesis is a well-organised logical whole	10
7. Linguistic and terminological level	10
8. Formal layout and requirements, extent	10
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	10
Total score in points (max 100)	97
Final grading	Excellent (1)

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

The author of the thesis aimed to prepare a business plan for a sushi fast food restaurant that he plans to realize. This was reflected in author's effort when writing the thesis. I appreciate that the author provides a reader with introduction towards the industry and not only business planning theory. The practical part makes use of Business Model Canvas and author also provides a business plan in its usual structure. The thesis is of high quality and with good use for business practice. I recommend the thesis for defense.

Questions:

- 1) How could you use gamification for marketing purposes?
- 2) How do you plan to maintain competitive advantage in the long run?

Name of the Bachelor's thesis supervisor:

Ing. Jan Mareš

Occupation of the Bachelor's thesis supervisor:

KPO, FPH, VŠE