University of Economics, Prague
Faculty of Business Administration

Bachelor's thesis evaluation by the opponent

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 develop a business plan for a new fast food restaurant SushiGO.

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	10
3. Adequacy and the way of the methods used	10
4. Depth and relevance of the analysis in relation to objectives	9
5. Making use of literature/other resources, citing	7
6. The thesis is a well-organised logical whole	8
7. Linguistic and terminological level	8
8. Formal layout and requirements, extent	8
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	10
Total score in points (max 100)	**90**
Final grading	*Excellent (1)*

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

The author has aimed to develop a business plan for a new fast food restaurant SushiGO in Prague. Until this moment, such a business is not operating in Prague and thus, the idea is novel. Moreover, the author aims to develop a system of franchises to expand the business further. The thesis is based on rich domestic and international literature. The most important concepts are carefully explained. In the practical part of the thesis, the author attempts to create a business plan with the help of business model canvas´ tools, marketing research and other analytical tools. In overall, the thesis is well written and it is based on solid information sources and the business idea seems to be feasible. Especially, I appreciate how the author has used online platforms such as Strategyzer.com.

At the same time, I also see several minor sources of improvement. First, author should more carefully work with citations. No initials should be used and all citations should be in the text. All referred concepts should be properly cited. Second, the structure could be also improved. I think that better guidance in the text would improve the quality of the thesis. Third, I would welcome more information about the survey (distribution, dates, response rate, etc.).

I recommend the thesis for defense and I suggest the following questions to be discussed:
1) On page 15, you mention several examples of the Czech monopolies. I cannot agree with these examples. Please, for each of these companies, provide us an example of an existing competitor.
2) If Uber Eats expanded to the Czech Republic, would you use it as a distributional channel for SushiGO? What are the pros and cons of cooperation with Uber Eats?
3) How could be customer data from loyalty cards beneficial for the future development of the business?

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