University of Economics, Prague
Faculty of Business Administration

Bachelor's thesis evaluation by the supervisor

Title of the Bachelor's thesis:

Business Plan for SuperMop Market Place

Author of the Bachelor's thesis:

Volkan Öztürk

Objectives of the Bachelor's thesis:

Goal of the thesis is to preapre a business plan for a marketplace with cleaning services.

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	9
4. Depth and relevance of the analysis in relation to objectives	10
5. Making use of literature/other resources, citing	10
6. The thesis is a well-organised logical whole	9
7. Linguistic and terminological level	6
8. Formal layout and requirements, extent	9
9. Originality, i.e. it is produced by the student	9
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 prepare an ambitious business plan for an application that serves as a marketplace with cleaning services. In the theoretical part a reader is provided with the theory on entrepreneurship and business model generation. Author uses the most up-to-date literature and is precise in citing used sources. In the practical part author presents his business project with use of adeqaute methodology. Author makes use of statistical data to predict viability of his business. The English could be improved, but I appreciate authors practical take on this project. I also appreciate that author discusses three possible scenarios of development. I recommend the thesis for defense.

Questions:
What communication mix do you plan to execute in the beinning and why?
How do you plan to create desirable associations with your brand?

Name of the Bachelor's thesis supervisor:

Ing. Jan Mareš

Occupation of the Bachelor's thesis supervisor:

KPO, FPH, VŠE

June 18, 2018

Signature of the Bachelor's thesis supervisor