

Bachelor's Thesis Evaluation by the Opponent

Title of the Bachelor's Thesis:

Business Plan for SuperMop Market Place

Author of the Bachelor's Thesis:

Volkan Öztürk

EVALUATION OF THE BACHELOR'S THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	9
2. Demands on the acquisition of additional knowledge or skills	9
3. Adequacy and the way of the methods used	10
4. Depth and relevance of the analysis in relation to goals	10
5. Making use of literature/other resources, citing	10
6. The thesis is a well-organised logical whole	10
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	8
Total score in points (max 100)	90
Final grading	výborně (1)

Overall evaluation (cca 200 words):

The student has focused on writing a business plan for offering household services (housekeeping, repairperson, handy man) online via mobile application platform that will make household services available to everyone quickly, efficiently, and at affordable prices.

The student divided his thesis into two parts - theoretical and practical. At first he introduced identified business opportunity, his vision, mission and he characterised Household Service industry. In his theoretical part he focused on business model first, then on business plan and its recommended structure and important analyses to be done before setting up a business. In practical part he described business model and business plan of SuperMop solutions company.

The thesis is logically organized and fulfills all requirements for formal layout and the requirements on bachelor theses. The student used series of information sources that were properly quoted. The language and terminology level of the language is high. The work can serve as a guide for other entrepreneurs who are planning to establish a company providing similar type of services via mobile application form.

I RECOMMEND the thesis to be defended.

Question/s from the opponent:

On what working relationship will be based your cooperation with craftsmen?

The name of the opponent:

Blanka Habrmanová

The employer of the opponent:

Department of Entrepreneurship

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

18 June 2018

Signature of the opponent