

Bachelor's thesis evaluation by the supervisor

Title of the Bachelor's thesis:

Smart Greenhouse Production Business Plan

Author of the Bachelor's thesis:

Anastasia Ereemeeva

Objectives of the Bachelor's thesis:

The goal of the thesis is to prepare a business plan for production of smart greenhouses.

EVALUATION OF THE BACHELOR'S THESIS	
Criteria (max. 10 points per category)	Points awarded
1. The objectives of the thesis are evident and accomplished	6
2. Demands on the acquisition of additional knowledge or skills	8
3. Adequacy and the way of the methods used	5
4. Depth and relevance of the analysis in relation to objectives	4
5. Making use of literature/other resources, citing	6
6. The thesis is a well-organised logical whole	7
7. Linguistic and terminological level	7
8. Formal layout and requirements, extent	4
9. Originality, i.e. it is produced by the student	6
10. Practical/theoretical relevance/applicability	6
Total score in points (max 100)	59
Final grading	Failed (4)

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

The author has submitted her third version of the thesis. It is apparent that she made changes that I suggested in the last review - e.g. anchoring the Lean Canvas methodology within theoretical part. Also the theory is now backed up with more citations that fulfill the APA standard. The formatting could still use some improvement (headline spacing, bullet points) as the text and the structure is chaotic in some places. I appreciate authors' insights on how internet of things currently influences agriculture.

In the practical part author follows rather the traditional structure of a business plan, yet the structure could be improved as well. The technical details of the greenhouse could be less detailed. The PESTEL analysis presents opinions without any citations of the information provided. The Porter's five forces combines theoretical and practical part - in practical section, only practical part should be presented. The marketing mix is rather simple. Price is determined from main competitors and the promotion relies mainly on B2B relationships and industry fairs, but lacks tangible details and long-term strategy.

The financial plan is probably the weakest points. The possible scenarios are reflected only in sales forecast, but not in cash flow statements itself. Also, the cash flow predictions have serious shortcomings like having fixed cost for website development every month. The thesis needs additional editing to be of adequate quality for defense.

Name of the Bachelor's thesis supervisor:

Ing. Jan Mareš

Occupation of the Bachelor's thesis supervisor:

KPO, FPH, VŠE