University of Economics, Prague
Faculty of Business Administration

Bachelor's thesis evaluation by the supervisor

Title of the Bachelor's thesis:

Business plan For "Memories" Interior Photo Studio

Author of the Bachelor's thesis:

Egor Abakumov

Objectives of the Bachelor's thesis:

The goal of the thesis is to prepare a business plan for a photo studio that will operate on Russian market.

EVALUATION OF THE BACHELOR'S THESIS	
Criteria (max. 10 points per category)	**Points awarded**
1. The objectives of the thesis are evident and accomplished	9
2. Demands on the acquisition of additional knowledge or skills	7
3. Adequacy and the way of the methods used	9
4. Depth and relevance of the analysis in relation to objectives	8
5. Making use of literature/other resources, citing	8
6. The thesis is a well-organised logical whole	9
7. Linguistic and terminological level	8
8. Formal layout and requirements, extent	9
9. Originality, i.e. it is produced by the student	8
10. Practical/theoretical relevance/applicability	9
Total score in points (max 100)	**84**
Final grading	*Very good (2)*

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

This is a review of 2nd version of this thesis. The author's goal was to prepare a busines plan for interior photo studio that will operate on Russian market. Within the theoretical part author provides the reader with introduction to entrepreneurship, describes the development of photo industry in Russia and its future development (resources were added as suggested in previous review). Theory on business planning and development contains up-to-date methodology and the author cites quality literature. See-Think-Do-Care model was moved under marketing communication (or promotion if we speak about the 4P) as suggested last time. It is also a pity that the model is not applied in the practical part. In the practical part the author provides industry/competition analysis based on secondary data and his own customer research (N = 62) as suggested by the supervisor. I really appreciate that. Author then demonstrates the business model using the Osterwalder's canvas and he uses buyer personas to illustrate key customer segments. In the marketing mix I appreciate that author did his research on prices/bids for Pay-per-Click advertising on two search engines, which can give him realistic estimations on how much money need to be invested into this communication channel. The financial predictions contain three possible scenarios of development (both in sales and income statement). Within the sales prediction, the author lowered expectations for pessimistic scenario as suggested. Overall the author made serious effort to improve his business plan I recommend the thesis for defense.

Questions: 1) What communication channels do you plan to use in each stage of See-Think-Do-Care model? 2) What do you perceive to be your main competitive advantage and why?

Name of the Bachelor's thesis supervisor:

Ing. Jan Mareš

Occupation of the Bachelor's thesis supervisor:

Department of Entrepreneurship

květen 29, 2019

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Signature of the Bachelor's thesis supervi