University of Economics, Prague
Faculty of Business Administration

Bachelor's thesis evaluation by the supervisor

Title of the Bachelor's thesis:

Business plan for café-bar Ave

Author of the Bachelor's thesis:

Arziyev Khashimzhan

Objectives of the Bachelor's thesis:

The goal of the thesis is to preapare a business plan for a cafe-bar that will operate in Prague, Czech republic.

EVALUATION OF THE BACHELOR'S THESIS	
Criteria (max. 10 points per category)	**Points awarded**
1. The objectives of the thesis are evident and accomplished	8
2. Demands on the acquisition of additional knowledge or skills	8
3. Adequacy and the way of the methods used	7
4. Depth and relevance of the analysis in relation to objectives	6
5. Making use of literature/other resources, citing	8
6. The thesis is a well-organised logical whole	5
7. Linguistic and terminological level	8
8. Formal layout and requirements, extent	6
9. Originality, i.e. it is produced by the student	5
10. Practical/theoretical relevance/applicability	6
Total score in points (max 100)	**67**
Final grading	*Good (3)*

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

This is a review of a third version of the thesis provided by the author. The author's goal was to prepare a business plan for a café-var Ave that should operate in Prague. The thesis has now clearly defined goals and is divided between theoretical and practical part. Within the theoretical part author provides introduction to the industry and uses available secondary data. He also describes strucuture of a business plan while he makes good use of citations. Ocassionally the formating gets scattered or a typing error occurs.

In the pracitcal part besides defining the scope of his business project, mission and vision, the author does his research on possible costs of running a location-based business based on secondary data. Withing the Inventory management chapter author again mixes theory together with application. I also appreciate that he estimates potential market using available statistical data. The competitive analysis consists of several restaurants competing within geographical range. The data would better be presented within a table for easier comparison. The buyer personas and content marketing section are rather shallow and author could have invested more effort into developing actionable marketing strategy that could help him later in his business. The formal layout gets chaotic sometimes and makes reading diffuclt. The See-Think-Do-Care model is now corrected and includes specific information how to achieve desired effect. The financial planning now includes predicted CF statement for 1 year ahead. Generally the formatting of financial statements is poor and makes reading them difficult. Generally this thesis has still much space for improvement, but I appreciate author's effort and usage of secondary data. Also the length of the thesis is above requirements. Questions:

1) Please explain your balance sheet as there is no text included in the thesis. You count with retained earnings - is the balance sheet after 1st years of operation?
2) Please explain how do you plan to achieve positive cash flow from the 1st month of operation.

Name of the Bachelor's thesis supervisor:

Ing. Jan Mareš

Occupation of the Bachelor's thesis supervisor:

Department of Entrepreneurship

September 9, 2019

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Signature of the Bachelor's thesis supervisor