

Bachelor's Thesis Evaluation by the Opponent

Title of the Bachelor's Thesis:

Business Plan of café-bar «Ave»

Author of the Bachelor's Thesis:

Arziyev Khashimzhan

EVALUATION OF THE BACHELOR'S THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	8
2. Demands on the acquisition of additional knowledge or skills	7
3. Adequacy and the way of the methods used	7
4. Depth and relevance of the analysis in relation to goals	8
5. Making use of literature/other resources, citing	6
6. The thesis is a well-organised logical whole	6
7. Linguistic and terminological level	7
8. Formal layout and requirements, extent	6
9. Originality, i.e. it is produced by the student	7
10. Practical/theoretical relevance/applicability	6
Total score in points (max 100)	68
Final grading	<i>dobře (3)</i>

Overall evaluation (cca 200 words):

The student still focused his thesis on learning and analysing theoretical and practical aspects of business planning in the field of catering and leisure. There are still some shortcomings in the logical structure and formatting (unreasonably big spaces between a heading and former paragraph, pictures and tables without any title and source, tables in appendix cannot be read). The student still describes theory in the practical part instead of in the theoretical part (Business model canvas and Lean canvas, PEST analysis). The list of references consists also resources that has not been cited anywhere in the text of the thesis. Even in this work the student does not mention conducting any survey to support his market analysis, and he bases his estimations only on statistical data. There is still missing any table in the competitive analysis that would clearly display the advantages and disadvantages the main competitors according to his planned business. Student added balance sheet to the financial plan. Still there are calculations missing showing what does each number consist of, and why is it so high or low. The student prepared three scenarios for profit and loss account, and all three of them are within the chapter. The student added plan of cash flow in three scenarios as well, only the table cannot be read properly und incomprehensibly one scenario is in the chapter and the rest is in Appendix. The student at least added some break-even analysis saying how many units he must sell daily to cover his costs. I would expect much more effort to improve this thesis.

Question/s from the opponent:

The name of the opponent:

Ing. Blanka Habrmanová, Ph.D.

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.

10 September 2019

Signature of the opponent