

Bachelor's thesis evaluation by the opponent

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 objective of the thesis was a preparation of a business plan for photo studio based in Russian city of Saint-Petersburg.

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	8
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	8
7. Linguistic and terminological level	8
8. Formal layout and requirements, extent	9
9. Originality, i.e. it is produced by the student	9
10. Practical/theoretical relevance/applicability	9
Total score in points (max 100)	83
Final grading	Very good (2)

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

The purpose of the thesis is to explore whether a photo studio business model makes sense in the times where everyone carries high-quality photo machine in his or her pocket. For this purpose, the theoretical part of the thesis describes the development of the photo industry in Russia, followed by a business plan fundamentals and description of various tools used for business opportunity assessment. The practical part is the application of theory in the form of a business plan. The author did customer research (N = 62). I think the elements with the highest added value are market analysis in the region and financial plan. The author added a survey as recommended after the previous defense. Also, the part relating to online marketing was improved. Overall it is well-written bachelor thesis, and I propose the final grading "Very good."

Questions for the defense:

- 1) What are the next steps if you decide to start the business?
- 2) What practical steps can you take to minimize the risks involved in the business?

Name of the Bachelor's thesis opponent:

Ing. Michal Andera, Ph.D.

Occupation of the Bachelor's thesis opponent:

Department of Entrepreneurship

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

May 29, 2019

Signature of the Bachelor's thesis opponent