

Bachelor's Thesis Evaluation by the Supervisor

Title of the Bachelor's Thesis:

"Casual Sushi" Business Plan

Author of the Bachelor's Thesis:

Alisher Makhimov

Goals of the Bachelor's Thesis:

to create a business plan for opening a sushi point and evaluate its feasibility in money.

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	8
3. Adequacy and the way of the methods used	8
4. Depth and relevance of the analysis in relation to goals	9
5. Making use of literature/other resources, citing	10
6. The thesis is a well-organised logical whole	8
7. Linguistic and terminological level	8
8. Formal layout and requirements, extent	10
9. Originality, i.e. it is produced by the student	8
10. Practical/theoretical relevance/applicability	8
Total score in points (max 100)	85
Final grading	velmi dobře (2)

Overall evaluation (cca 150 words):

This is second version of a business plan for fast food sushi point in a shopping mall the student decided to concentrate on. He changed 57 % of his former work. He logically kept two parts of his work - theoretical and practical, and improved description of some theoretical concepts - e.g. he created individual subchapter about business model frameworks and added Lean Canvas model to the business model frameworks. This makes better logical structure to this part. Unfortunately there is a formatting mistake of formulas in the chapter 2.4. In the practical part the student describes business model canvas. I miss his explanation why did he choose exactly the business model canvas and not the lean canvas. To the practical part he added statistical analysis of number of customers visiting the shopping center, analysed more potential competitors, and based on three additional surveys he analyzed the behavior and predisposition of potential customers. He improved his financial planning by adding three scenarios and calculating VAT. He proved good knowledge of several methods and tools to prepare a business plan. I RECOMMEND the thesis to be defended.

The name of the supervisor:

Ing. Blanka Habrmanová

The employer of the supervisor:

Department of Entrepreneurship