

Bachelor's Thesis Evaluation by the Supervisor

Title of the Bachelor's Thesis:

Business plan - bakery in Moscow

Author of the Bachelor's Thesis:

Marina Toniaeva

Goals of the Bachelor's Thesis:

to create a business plan for the bakery "Malvina", which is specialized in home-made recipes, and based on the market, financial and other analysis to evaluate the feasibility of running such business in Moscow.

EVALUATION OF THE BACHELOR'S THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	9
2. Demands on the acquisition of additional knowledge or skills	9
3. Adequacy and the way of the methods used	9
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	9
7. Linguistic and terminological level	9
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)	91
Final grading	výborně (1)

Overall evaluation (cca 150 words):

The student has chosen to prepare a business plan for the bakery "Malvina" producing traditional products with the unique recipes in Moscow that would give a detailed description of the business and evaluate the Russian market, to implement the business plan in the real life. She divided her work into two parts - theoretical and practical. In the practical part I miss some potential customer research.

The thesis is logically well organised and fulfils all requirements for formal layout and the requirements on bachelor theses, although the formatting is sometimes quite untidy (numbers representing costs and revenues are better legible if thousands and millions are separated by dot). The student used series of information sources that were properly quoted. The language and terminology level of the language is high.

I RECOMMEND the thesis to be defended.

What did you base your sales forecast?

The name of the supervisor:

Ing. Blanka Habrmanová, Ph.D.

The employer of the supervisor:

Department of Management