University of Economics, Prague
Faculty of Business Administration

Bachelor's thesis evaluation by the opponent

Title of the Bachelor's thesis:

Business plan - bakery in Moscow

Author of the Bachelor's thesis:

Marina Toniaeva

Objectives of the Bachelor's thesis:

The goal of the thesis is to prepare a business plan for a bakery in Moscow.

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	9
3. Adequacy and the way of the methods used	9
4. Depth and relevance of the analysis in relation to objectives	8
5. Making use of literature/other resources, citing	9
6. The thesis is a well-organised logical whole	10
7. Linguistic and terminological level	10
8. Formal layout and requirements, extent	9
9. Originality, i.e. it is produced by the student	9
10. Practical/theoretical relevance/applicability	8
Total score in points (max 100)	**90**
Final grading	*Excellent (1)*

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

The goal of the thesis is to prepare a business plan for the Malvina Bakery in Moscow, which should produce traditional bakery products with the unique recipes.

The thesis is divided into two parts - theoretical and practical. In the theoretical part student provides insights about structure of business plan, methods and approaches that should be used in process of business plan creation.
In the practical part student describes key parts of business plan. I appreciate created buyer personas and detailed marketing plan.

Structure of the thesis is logical. The student used appropriate methods to fulfill the bachelor`s thesis goal. Linguistic and terminological level of the thesis is appropriate. I would recommend better alignment/formatting of numbers in tables to make tables easier to read.

I recommend the thesis to be defended.

Questions to be answered:
1) Please comment on quantification of customer segments.
2) Could you please compare estimated production capacity of the bakery and calculated break-even point? (page 55)
3) Could you please comment on sources for sales forecast? (page 51-52)
4) Could Business Model Canvas tool be of any use for further development of this business plan?
5) Could you please comment on conclusion for optimistic and pessimistic scenario?

Name of the Bachelor's thesis opponent:

Ing. et Ing. Jiří Kűchler

Occupation of the Bachelor's thesis opponent:

Department of Entrepreneurship - University of Economics, Prague

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

June 2, 2019

_____
Signature of the Bachelor's thesis opponent