

Bachelor's Thesis Evaluation by the Supervisor

Title of the Bachelor's Thesis:

Business Plan - healthy food restaurant

Author of the Bachelor's Thesis:

Gasan Gasanov

Goals of the Bachelor's Thesis:

to create a business plan for a healthy food restaurant (chain of healthy food restraints) with an implementation of multi-level marketing on the Czech Republic market.

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	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	9
7. Linguistic and terminological level	9
8. Formal layout and requirements, extent	10
9. Originality, i.e. it is produced by the student	8
10. Practical/theoretical relevance/applicability	9
Total score in points (max 100)	90
Final grading	výborně (1)

Overall evaluation (cca 150 words):

The student has chosen to prepare a business plan for launching a healthy quick service restaurant called "Slices" and to assess its viability on the Russian market. He divided his work into two parts - theoretical and practical. The student made wide variety of analysis. Only in the lean canvas student misunderstood the terms Problem and Solution, and instead of customer's point of view he used entrepreneur's point of view.

The thesis is logically well organised and fulfils all requirements for formal layout and the requirements on bachelor theses. 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.

Rethink the Problem and Solution in Lean Canvas.

The name of the supervisor:

Ing. Blanka Habrmanová, Ph.D.

The employer of the supervisor:

Department of Management