

Assessment of Bachelor Thesis – Opponent



Study programme: **International Economic Relations**

Field of study: **International Business**

Academic year: **2018/2019**

Bachelor Thesis Topic: **Analysis of Customer Data from Cash Register: The Case of the Coffee Shop**

Author's name: **Jozef Onderka**

Ac. Consultant's Name: **Ing. Mgr. Tomáš Sadílek**

Opponent: **Ing. Přemysl Průša, Ph.D.**

	Criterion	Mark (1–4)
1.	Overall objective achievement	1
2.	Logical structure	2
3.	Using of literature, citations	1
4.	Adequacy of methods used	2
5.	Depth of analysis	2
6.	Self-reliance of author	2
7.	Formal requirements: text, graphs, tables	1
8.	Language and stylistics	1

Comments and Questions:

The theoretical part covers many topics, including the basics of marketing, costs analysis and human resources management. The author also pays a significant attention to the development of coffee culture/ drinking in the world and in the Czech Republic. However, due to the relatively small place in the bachelor thesis, all these topics are treated in a relatively superficial manner.

The practical part is focused on the analysis of author's own café business and it is important to mention that using own original data with the aim to provide some recommendations should always work well in a bachelor thesis. And this case is no exception.

However, I would like to point out several shortcomings, which, in my opinion, slightly deteriorate the level of this thesis.

Firstly I have not clearly understood the aim of the thesis, which is specified in the introduction part of the thesis. As a result, the outcomes of the practical part are rather clustered and not clearly linked to the goal of the thesis.

Secondly, from the marketing and communication perspective, I am missing the specification of the target group and positioning of the café. This is something, which needs to be further examined and developed.

Thirdly, the recommendations of the author concerning the workflow organization are rather superficial and I would rather appreciate a kind of real shift planning diagram in this case.

Finally, I was expecting the author to provide more concrete recommendations concerning the menu changes of the café, which I have not found in the end of the thesis, nor in its conclusion.

All in all, I consider this thesis to show a relatively high level, as it provides a lot of practical implications, useful in author's own business. Moreover, the author has proved that he can use the basic business and managerial tools in practice.

Questions:

1. How would you describe the target audience and positioning of your café (who are your main competitors and how would you like to differ from them)?

2. What do you think should be the optimum number of servers, baristas and cooks in your café under current conditions?

Conclusion: The Bachelor Thesis is recommended for the defence.

Suggested Grade: **1**

Date: 12/05/2019

Ing. Přemysl Průša, Ph.D.

Opponent