

Bachelor's Thesis Evaluation by the Opponent

Title of the Bachelor's Thesis:

Business plan for FIXED application

Author of the Bachelor's Thesis:

Novel Marutyan

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

Overall evaluation (cca 200 words):

This is second version of a business plan for a website and mobile application helping users to book and hire professional handyman. The logical structure of his thesis is a little bit confusing. Instead of dividing his work into separate theoretical and practical parts, he has 12 chapters out of which the first one is called Theoretical section although there is at least one more chapter describing theoretical concepts of different tools, methods and frameworks. Based on this it is not very clear what chapters are theory based and what are application based. He describes only one theoretical framework for defining business model and thus Business model Canvas and omits the other. There are also some formatting mistakes (e.g. page no. 19 Source of a picture floating in the middle of a paragraph instead of being attached to the concrete object) in his thesis. In the financial plan I would recommend working with more than just one scenario. It is highly recommended to calculate even with much lower sales than predicted originally to prevent the risk of overestimating the demand. However, I still consider this bachelor thesis to be of high quality. Student prepared clear set of business objectives, described the business opportunity, set mission, vision and even mantra. He analysed the handymen services and created prototype for his web site and mobile application. He conducted his own research of potential customers. He proved good knowledge of several methods and tools to prepare a business plan.
I RECOMMEND the thesis to be defended.

Question/s from the opponent:

When do you reach the turnover of 1.000.000, - CZK and do you calculate with VAT?
How can VAT influence your profit and loss account?

The name of the opponent:

Ing. Blanka Habrmanová, Ph.D.

The employer of the opponent:

Department of Entrepreneurship

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

26 June 2019

Signature of the opponent