

Bachelor's thesis evaluation by the opponent

Title of the Bachelor's thesis:

"Casual Sushi" Business Plan

Author of the Bachelor's thesis:

Alisher Makhimov

Objectives of the Bachelor's thesis:

The objective of the thesis is to create a business plan for a small sushi bar.

EVALUATION OF THE BACHELOR'S THESIS	
Criteria (max. 10 points per category)	Points awarded
1. The objectives of the thesis are evident and accomplished	8
2. Demands on the acquisition of additional knowledge or skills	8
3. Adequacy and the way of the methods used	8
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	7
7. Linguistic and terminological level	10
8. Formal layout and requirements, extent	10
9. Originality, i.e. it is produced by the student	8
10. Practical/theoretical relevance/applicability	7
Total score in points (max 100)	83
Final grading	Very good (2)

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

Author decided to create a business plan for launching a sushi point in the Chodov Shopping Center in Prague.

In the theoretical part student describes business plan, recommended structure and analyses that should be incorporated into business plan.

The practical part of the thesis contains created business plan with special focus on marketing and finance. In this part I appreciate created Business Model Canvas in detail.

Overall student used appropriate methods to fulfill the bachelor's thesis goal. Linguistic and terminological level of the thesis is appropriate. Structure of the thesis is sometimes a bit confusing. (For example chapter Financial analysis is included separately).

I recommend the thesis to be defended.

Questions to be answered:

- 1) Could you please comment on quantification of customer segments?
- 2) Could you please compare estimated production capacity and calculated break-even point? (page 37)
- 3) Could you please comment on sources for three variations of sales forecasts? (page 39)
- 4) Could you please comment on results for payback period? (page 41)

Name of the Bachelor's thesis opponent:

Ing. et Ing. Jiří Kúchler

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.