

Bachelor's thesis evaluation by the supervisor

Title of the Bachelor's thesis:

Business Plan for Lonicera

Author of the Bachelor's thesis:

Anna Babicheva

Objectives of the Bachelor's thesis:

The goal of this thesis is to examine the feasibility of a business idea to grow and distribute berries such as honeysuckles and strawberries in Russia.

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	10
6. The thesis is a well-organised logical whole	10
7. Linguistic and terminological level	8
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)	86
Final grading	Very good (2)

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

The student decided to create a business plan for a new business growing and selling berries such as honeysuckles and blueberries in Russia and to evaluate its feasibility. She used a wide variety of different literature resources in her theoretical part. I appreciate also describing other business model frameworks than just Business Model Canvas or Lean Canvas as students usually do. The only comment I have is that she did not cover any techniques used for making sales forecasts in the start-up phase of business when the entrepreneur had not acquired any customers yet. In the practical part, she explains quite thoroughly the agricultural sector in Russia, including the Government support to small and medium-sized businesses. She used various tools such as Porter's five forces, Competitor Analysis, PEST analysis or SWOT analysis.

I recommend the bachelor thesis to defence.

Questions to the defence:

How difficult was it to acquire the customers with which the Lonicera business signed the contracts?

Name of the Bachelor's thesis supervisor:

Ing. Blanka Habrmanova, Ph.D.

Occupation of the Bachelor's thesis supervisor:

Department of Entrepreneurship