

Bachelor's thesis evaluation by the opponent

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 the 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 | 9 |
| 2. Demands on the acquisition of additional knowledge or skills | 8 |
| 3. Adequacy and the way of the methods used | 7 |
| 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 | 10 |
| 7. Linguistic and terminological level | 9 |
| 8. Formal layout and requirements, extent | 7 |
| 9. Originality, i.e. it is produced by the student | 8 |
| 10. Practical/theoretical relevance/applicability | 9 |
| Total score in points (max 100) | 84 |
| 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 small-fruit crops production and distribution in Russia. Key product of the business will be honeysuckles and strawberries.

The thesis is divided into two parts - theoretical and practical. In the theoretical part student provides insights about structure of business plan and key analysis that should be used in the process of business plan creation.

In the practical part student describes key parts of business plan for the company Lonicera. In this part I especially appreciate detailed industry analysis.

The student used appropriate methods to fulfill the bachelor's thesis goal. Structure of the thesis is logical. Linguistic and terminological level of the thesis is appropriate. I would recommend better visual quality of some pictures or tables (for example on page 5, 27) to make the thesis easier to read.

I recommend the thesis to be defended. Final grading will depend on the course of the defense.

Questions to be answered:

- 1) On page 24 is stated that the power of buyers is relatively low. Please explain.
- 2) Please explain value proposition in long deferred payments. What will be the influence on CF? (p.27)
- 3) What are the conditions related to the government grant that was already received? (p. 35)
- 4) Please explain, how was seasonality reflected in sales forecast? Further comment on sources and assumptions for sales forecast?(p. 38-39)
- 5) Please comment on equity of RUB 19m. How was government grant and leased land (p. 16) reflected on the Opening balance sheet? (p. 44)
- 6) Please comment on planned production capacity compared to break-even analysis results (p. 17, 45)

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.