

# SUPERVISOR´S OPINION OF DIPLOMA THESIS

Study programme:	Regional Development
Department:	Department of Regional and Business Economics
Author of thesis:	Bc. Lukáš Málek
Name of thesis:	Strategic Analysis and Plan of a Selected Enterprise
Supervisor of thesis:	Ing. Ivana Blažková, Ph.D.

## **ASSESSMENT OF THESIS:** (always add verbal comments)

### 1. COMPLIANCE WITH REQUIRED ASSIGNMENT:

The aim of the diploma thesis was to evaluate contemporary situation of a selected company with the use of methods of strategic analysis and state the best solution of problems according to the outputs reached. Requirements and objectives of the assignment were met.

### 2. WORK WITH ACADEMIC LITERATURE:

The work of the author with academic literature provides sufficient theoretical basis for the practical part of the thesis. Satisfactory number of academic literature and electronic sources were used for theoretical background of this diploma thesis. Theoretical background fulfills all formal requirements desired for the master thesis.

### 3. CONTENT LEVEL OF WORK:

The content level of the work meets the requirements for this type of work. In the theoretical part the tools of strategic management are described, in the practical part the analysis of current situation of the selected enterprise is analysed and the proposal for the use of specific strategic steps for this enterprise is suggested.

### 4. CONTRIBUTION TO PRACTICE, ORIGINALITY:

The problem solved is important and the findings obtained through the thesis could be used practically in the analysed company and also as a source of information for other companies.

### 5. ADEQUACY OF THE CONCLUSIONS, RECOMMENDATIONS, PROPOSALS:

Derived conclusions are based on a wide performed analysis and described sufficiently. Used arguments are suitable for the given problem. The author demonstrated the ability to apply proper methods, the conclusions of the work are clear and understandable.



**FORMAL LAYOUT:**

The work fulfils all formal requirements desired for the master thesis.

**7. COOPERATION WITH SUPERVISOR:**

Cooperation of author with supervisor was very good. The author came during processing own work with numerous suggestions, comments and recommendations.

**SPECIFIC REMARKS AND COMMENTS ABOUT THE THESIS:**

The analysed company is heavily indebted - over 70%. Is this situation favorable for the company or not? Explain the relationship between debt to profitability.

**DEFENSE OF THESIS:** recommended

**FINAL CLASSIFICATION PROPOSAL:** A

Date: 8.6.2015

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Signature of supervisor