

OPPONENT'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.
Opponent of thesis: Ing. Vladislava Štenclová

TYPE OF DIPLOMA WORK: applied

ASSESSMENT OF THESIS: (always add verbal comments)

1. COMPLIANCE WITH REQUIRED ASSIGNMENT:

The aim of the diploma thesis was fulfilled in accordance with assignment of the thesis. The author fulfilled the thesis aim by using strategic analysis of a selected enterprise and by elaboration of proposal of plan for the selected enterprise.

2. WORK WITH ACADEMIC LITERATURE:

The diploma thesis is rationally structured. The author summarized an overview of contemporary knowledge which are essential to fulfil the assignment. The thesis contains suitable strategic tools and methods needed to elaboration of strategic analysis and plan of a selected enterprise. The author has proven his ability to clearly formulate his own opinion and proper work with academic literature.

3. CONTENT LEVEL OF WORK:

The structure of the diploma thesis is optimal. The author summarized the assigned issues in the theoretical part of the thesis - literature review. He described current situation of a selected enterprise and elaborated a strategic analysis for the enterprise. Finally the author proposed and evaluated two alternatives of strategic and financial plan for the enterprise.

4. CONTRIBUTION TO PRACTICE, ORIGINALITY:

The diploma thesis can be perceived as an original example of usage of strategic analysis and planning process for small enterprises and entrepreneurs with similar characteristics like the selected enterprise.

5. ADEQUACY OF THE CONCLUSIONS, RECOMMENDATIONS, PROPOSALS:

The author calculated financial ratios correctly and on its bases and on the basis of literature review and information from the selected enterprise he elaborated the

proposals. Conclusions, recommendations and proposals are precisely and clearly formulated as well as the analyses and plan proposals.

6. FORMAL LAYOUT:

Requirements for formal layout of the diploma thesis have been met. All the literature resources are correctly quoted.


SPECIFIC REMARKS AND COMMENTS ABOUT THE THESIS:

The author could explain why the current assets are higher than fixed assets and external resources are higher than equity in the balance sheet of the selected enterprise. Does it mean a significant threat for the enterprise.

DEFENSE OF THESIS: recommended

FINAL CLASSIFICATION PROPOSAL: A

Date: 22. 5. 2015


.....
Signature of oponent