

CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

Evaluation of the Diploma Thesis by Opponent

Thesis Title **Business plan for Clothing business in India**

Name of the student **Gobinda Gobinda**

Thesis supervisor **Ing. Pavel Kotyza, Ph.D.**

Department **Department of Economics**

Opponent **Ing. Dávid Červený, Ph.D.**

Institution **PetCenter CZ s. r. o.**

Position **Finanční analytik**

Evidence of a logical process being used	1	2	3	4
The structure of paragraphs and chapters	1	2	3	4
Formal presentation of the work, the overall impression	1	2	3	4
Formulation of objectives	1	2	3	4
Choice of appropriate methods and methodology used	1	2	3	4
Professional contribution of the work and its practical usage	1	2	3	4
Work with data and information	1	2	3	4
Work with scientific literature (quotations, norms)	1	2	3	4
Clarity and professionalism of expression in the thesis	1	2	3	4
Summary and key-words comply with the content of thesis	1	2	3	4
Fulfillment of objectives	1	2	3	4
Thesis topic and thesis significance (relevance)	1	2	3	4
Theoretical background of an author	1	2	3	4
Comprehensibility of the text and level of language	1	2	3	4
Formulation of conclusions	1	2	3	4
Evaluation of the work by grade (1, 2, 3, 4)				2

Evaluation: 1 = the best

Date 05/01/2024

el. signed by Ing. Dávid Červený, Ph.D. on 05/01/2024 18:52
Signature of Opponent

Other comments or suggestions:

The diploma thesis is prepared on 120 pages of text. It contains 6 logically consecutive parts. In Part 2 Objectives and Methodology on page 9, author states goal of diploma thesis – develop a comprehensive and actionable business plan for Green Stitch, focusing on sustainability, to establish and operate a successful clothing business. Furthermore, author states 3 research questions. I suppose that Methodology could have been written in more detail. In Literature review, on pages 11 – 49, author describes theoretical definition of terms that are related to the issue of the final thesis. Practical part, on pages 50 – 101, contains 10 subchapters (Executive Summary, Business Rationale, Market analysis, Business Description, Business Offerings, Marketing Analysis, Organizational Analysis, Financial Analysis, Operational Analysis, Competitive Analysis). I suppose that Part 5 Conclusion should have been much broader in content.

I have following comments on this work:

- some paragraphs in the thesis are poorly formatted (for example on pages 27, 28, 29, 31, 70, 79)
- under Tables 1, 5, 11 the source is not indicated
- Tables 11, 12 are quite extensive. In my opinion, it would be more appropriate to place them in annexes
- in Part 3 Literature review much part of text is not quoted (for example on pages 35,36, 38, 39, 40)
- I suppose that subchapter 4.8. could have been described in more detail

Questions for thesis defence:

1. From data in Table 3 is clear that difference in order amount is \$ 200 (South India \$ 400, North India \$ 200). How does the author explain this difference?
2. In Table 7 the author provides a month by month sales forecast for 2024. Based on what data did the author make this forecast?

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