CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

Evaluation of the Bachelor Thesis by Opponent

Thesis Title — **Creating the optimal business plan for Prague Start Ups**

Name of the student — **Kerem Berk Erdin**

Thesis supervisor — **John McKeown**

Department — **Department of Languages**

Opponent — **Jared Daniel Jacques**

	1	2	3	4
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 and Choice of appropriatemethods and methodology used	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 the thesis	**1**	2	3	4
Fulfillment of objectives, formulation of conclusions	1	**2**	3	4
Comprehensibility of the text and level of language	1	**2**	3	4

Evaluation of the work by grade (1, 2, 3, 4) — **2**

Evaluation: 1 = the best

Date 27/04/2023

el. signed by Jared Daniel Jacques *on* 27/04/2023 10:48

Signature of Opponent

Other comments or suggestions:

The author created a thorough business plan outline with most of the necessary components for market analyses. There is a quality layout for those seeking to start a company. However, the thesis seems to be entirely theoretical, as little practical work was added. Other than a minor paragraph to briefly highlight a Prague-based company, Prague was a touch-and-go topic at the very beginning of the Literature Review. It was not developed in the Practical portion.

Questions for thesis defence:

For the market analysis, why not add a form of PESTLE to give a well-rounded scope to the demographics?

Which business would be the most likely to thrive in Prague's marketplace?

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