

CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

Evaluation of the Diploma Thesis by Opponent

Thesis Title **Podnikatelský plán**

Name of the student **Eng. Het Vyas**

Thesis supervisor **Ing. Václav Švec, Ph.D.**

Department **Department of Management**

Opponent **Ing. Lukáš Novotný**

Institution **IDC**

Position **head of consulting**

Thesis topic and thesis significance (relevance)

1 2 3 4

Formulation of objectives

1 2 3 4

Choice of appropriate methods and methodology used

1 2 3 4

Work with data and information

1 2 3 4

Evidence of a logical process being used

1 2 3 4

Theoretical background of an author

1 2 3 4

The structure of paragraphs and chapters

1 2 3 4

Work with scientific literature (quotations, norms)

1 2 3 4

Comprehensibility of the text and level of language

1 2 3 4

Clarity and professionalism of expression in the thesis

1 2 3 4

Formal presentation of the work, the overall impression

1 2 3 4

Fulfillment of objectives

1 2 3 4

Formulation of conclusions

1 2 3 4

Professional contribution of the work and its practical usage

1 2 3 4

Summary and key-words comply with the content of thesis

1 2 3 4

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

3

Evaluation: 1 = the best

Date 06/01/2022

Signature of Opponent

Other comments or suggestions:

The aim of this thesis is to evaluate critical components of business plan and develop new business plan.

Theoretical part contains relevant information and reasonable scope of information. In case of analyses, I miss more details about meso-environmental analysis. The part 3.4.11 marketing strategies does not describe marketing strategies (f.i. value proposition strategy, price strategy,..), but some promotion activities. There should be mentioned Strategic maps and based on that the choice of appropriate strategy. In financial planning I miss information about ROI and other economic indicators.

Practical part – Description of current company situation OK. Performed analyses are too general, without any market context, I miss internal analyses (f.i. capability analyses), Porter-analyses, .. and the final SWOT analyses created from the previous external and internal analyses.

Marketing plan is very bad, contains only some external communication activities (no STP process, Communication plan incl. costs, etc....)

The same quality for Operational plan, even worse. Missing basic elements of this plan – people-processes-technologies-operations activities.

Annual income statement OK- but missing inputs for calculations.

The goals of this diploma thesis were not met, mainly because of basic knowledge of marketing methodologies to create valid business plan.

Questions for thesis defence:

1. What are the main components business plan and why are important?
2. What is Porter analyses and what's it for?

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