

SUPERVISOR'S OPINION OF DIPLOMA THESIS

Study programme: Regional Development
Department: of Regional and Business Economics
Author of thesis: Bc. Hana Kachlířová, DiS.
Name of thesis: Development of market position and analysis of preferences of the Balladine dance school customers
Supervisor of thesis: Prof. Dr. Ing. Libor Grega

ASSESSMENT OF THESIS: (always add verbal comments)

1. COMPLIANCE WITH REQUIRED ASSIGNMENT:

Presented thesis corresponds to the requirements for this kind of work

2. WORK WITH ACADEMIC LITERATURE:

Student proved ability to work with literature. Scope of used literature corresponds with this kind of work.

3. CONTENT LEVEL OF WORK:

Structure of thesis comports with requirements for this kind of work. Thesis fulfilled stated objectives, for fulfillment of these objectives were used corresponding methods. Conclusions reflect analysis results.

4. CONTRIBUTION TO PRACTICE, ORIGINALITY:

Diploma thesis brings results, which are applicable in analysed business, brings answers for the questions about strategic development of analysed company, contributes to strategic management of the firm.

5. ADEQUACY OF THE CONCLUSIONS, RECOMMENDATIONS, PROPOSALS:

Conclusions and recommendations are relevant to the results of the analysis. Quality of these conclusions and recommendations is positively affected by long term personal knowledge and experience of the author with analysed business.

6. FORMAL LAYOUT:

From formal layout point of view is work at good level.

7. COOPERATION WITH SUPERVISOR:

Student has been very responsible, regularly consulting her work with supervisor.

SPECIFIC REMARKS AND COMMENTS ABOUT THE THESIS:

DEFENSE OF THESIS: recommended

FINAL CLASSIFICATION PROPOSAL: B

Date: 19.1.2018

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Signature of supervisor