REVIEW OF BACHELOR THESIS

Topic: Financial Analysis of Bayerische Motoren Werke AG Company

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The submitted bachelor thesis concentrates on traditional topic of financial management – financial analysis of a company. Financial analysis is process evaluating businesses, projects, budgets and other finance-related entities to determine their suitability for investment. Typically, financial analysis is used to analyze whether an entity is stable, solvent, liquid, or profitable enough to be invested in. When looking at a specific company, the financial analyst will often focus on the income statement, balance sheet, and cash flow statement. In addition, one key area of financial analysis involves extrapolating the company's past performance into an estimate of the company's future performance.

The topic of bachelor thesis is "Financial Analysis of Bayerische Motoren Werke AG Company". The goal of the bachelor thesis is to analyze the company's financial position of BMW. AG This goal was achieved.

This thesis includes five chapters, the first chapter is introduction and last chapter is conclusion. Second chapter is concentrated on description of financial analysis methods, which will be applied in application part, i.e. horizontal and vertical analysis, financial ratios, pyramidal decompositions and influence quantification. In the following chapter is described the selected company. Firstly it is described company profile, its history and company strategy. At the end this chapter is made vertical and horizontal common-size analysis.

The most important part of the bachelor thesis is the chapter fourth. Student calculated financial analysis from each group (profitability, liquidity, solvency and activity) of the BMW Company over the period of 2007 – 2011. Results of financial analysis are commented and accompanied of the tables and graphs. At the end this chapter student made the DuPont analysis and influence quantification analysis. The student used two method influence quantification, the method of gradual changes and logarithmic decomposition method.

The submitted bachelor thesis is understandable and Tables and graphs are clear. Author confirmed good knowledge of mentioned subject. Formal level submitted thesis is very good.

I recommend this bachelor thesis for defense.

In Ostrava 3rd June 2013

Ing. Kateřina Zelinková