Review of Bachelor Thesis

Title: Evaluation of activity of the company GOME Electrical Appliances Holding Limited

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Assessing of financial health is necessary and permanently repetitious task within financial management, especially when it is focused on seeking further reasons of non-desirable conditions and when suitable recommendations are formulated. For that reason, the theme of the thesis may be considered as actual and well chosen.

The aim of the thesis is to analyse the financial situation of GOME and the main emphasis is put on activity evaluation. The thesis is divided into five chapters. The first one is introductory, the second one may be considered as theoretical and the third and fourth chapters as application part. The last chapter concludes the work.

The second chapter is devoted to the description of financial analysis. Here, the main attention is paid to the methods of financial analysis including the pyramidal decomposition. In the third section, there are firstly described and analyzed the general financial data of GOME during the years 2008-2012 and the basic method of financial analysis are applied, i.e. horizontal and vertical common-size analysis. Unfortunately the analysis of cash-flow statement is missing. The fourth chapter is focused on the activity analysis. Firstly, the general ratio analysis is conducted and afterwards particular activity are assessed and compared with the main competitor of analysed company. At the end of this chapter, all activity ratios are also decomposed via pyramidal decomposition.

The text is well structured and figures used are described sufficiently. Solution is logical and apparent from the procedure described in the text. Graphical presentation and working with references are sufficient. I appreciate sensitivity analysis of particular activity ratio on given parameter. In my opinion, this thesis may be considered to be an extraordinary work and it could be valuable for manager who would assign such analysis in spite of some imperfections which are not serious.

On the basis of reasons described above, it may be concluded that the thesis complies with all formal and content requirements imposed on this kind of work and according to procedure described and presented, it can be said that the goal was complied with. Therefore I recommend the work to the defence.

Ostrava 23\textsuperscript{rd} May 2014

\[\text{Signature}\]

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