OPINION ON BACHELOR THESIS

Topic: Financial Analysis of Selected Company

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The submitted bachelor thesis deals with the financial analysis of the company. The financial analysis is a method for an assessment of financial condition and performance and it is a useful tool for future decision. From this point of view this topic is possible to consider for actual and contributive.

The aim of the thesis is assessment of financial health of Parkson group from 2008 to 2012.

Besides introduction and conclusion the bachelor thesis is divided into three main chapters. The first one is devoted to description of the financial analysis methodology. The second chapter presents financial characteristics of the company. In the last one financial analysis of Parkson group is made.

In the first chapter the author describes financial statements, i.e. balance sheet, income statement and cash flow. Subsequently the common size analysis is described. Then the groups of financial ratio analysis such as liquidity, activity, solvency and profitability ratios are defined. In the end of this chapter the author presents pyramidal decomposition.

In the second chapter the analysed company is introduced. The author describes history, culture and makes a common-size analysis, i.e. vertical and horizontal of the financial statements.

The last chapter can be considered the key part of the thesis. Author calculated group of financial ratios which defined in the theoretical part on the basis of financial statements for the period 2008 – 2012. For quantification of influence of partial indicators on ROE indicator pyramidal decomposition analysis was made. For quantification of influence author used method of gradual changes. The definition of this formula is missing in the theoretical part. Author presents all results in tables and graphs and suitable comments are stated.

Considering above mentioned and fulfilling the formal guidelines for writing the final thesis, I recommend the bachelor thesis to the defense.

Ostrava, May 30, 2014

Ing. Ingrid Petrová