Title: Financial Analysis of Nike, Inc.

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Reviewer: Ing. Kateřina Kořená, Ph.D.

1. Subject and Objective of the Thesis
   The subject of this thesis is the financial analysis. The choice of this subject is very important because of the importance of understanding this crucial financial subject matter.
   The objective of the thesis is the evaluation of the financial performance of Nike Company, based on data from year 2008 to 2013. This objective is precisely defined and author carefully followed the outline as stated in the thesis specification.

2. Structure of the Thesis
   The bachelor thesis is divided into 5 chapters including introduction and conclusion. The thesis is well-structured and the content is understandable.
   The theoretical part of the thesis is focused on the description of the principles of the financial analysis and explanation of its methodology. The most important financial indicators are described, too. The second part includes characterization and evaluation of the selected firm.
   The main part of the thesis is the chapter Financial Analysis of the Selected Company, in which the author uses vertical and horizontal financial analysis and financial ratio analysis and calculates the particular indicators. Then the student uses DuPont analysis and analysis of gradual changes. Finally in conclusion the author summarizes the results of the financial analysis and explains the possibilities of future development of the firm.

3. Formal Arrangement
   In general the formal arrangement of the thesis is good. The use of language is on a good level, the author can use English correctly. The presentation of the bibliography is good, but there are not references to the books. The pictures and graphs are used properly.

4. Question Proposal
   During the thesis defense I recommend to answer the following question:

   • Can you give a more detailed description of the further development of this company?
5. General Comments

The thesis has a solid theoretical and practical basis. The student uses appropriate methods and the research methodology is consistent with the practical part of the study. The data interpretation is very good; the conclusion and results of the study is clear and reflective. The author demonstrates knowledge of the problem and the ability to present the results. The study is properly elaborated and the formal arrangement of the study is good.

On the whole the thesis meets the demanded criteria; I recommend this thesis for the defense.

Katerina Kolenova

Ostrava dated 3.6. 2014