REVIEW OF BACHELOR THESIS

Topic: Evaluation of Financial Performance of Dongfeng Hongtai Company
Student: Cai Bowen

The submitted bachelor thesis is devoted financial analysis. The financial analysis has very important role in the financial management. The main task of financial analysis is evaluate past, present and future situation of company.

The topic of bachelor thesis is “Evaluation of Financial Performance of Dongfeng Hongtai Company“. The goal of the thesis is provide the financial analysis of Dongfeng Hongtai Company during 2009 – 2013 period. The goal was achieved.

The thesis consists of three chapters, besides the Introduction and Conclusion. The second chapter is focused on detailed characteristic of the methodology of financial analysis. In this part, the author provides description financial statements, and vertical, horizontal and ratios analysis and methods of influence quantification. In the next chapter, student describes of the selected company, which is Dongfeng Hongtai Company.

The most important part of the bachelor thesis is the chapter fourth. Firstly, student made common-size analysis and horizontal analysis of Balance Sheet and Income Statement. Subsequently, student calculated financial analysis from each group (profitability, liquidity, solvency and activity) of the selected company over the period of 2009 – 2013. 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. Student used only five source of book which did not reference in the thesis. Formal level submitted thesis is very good. I recommend this bachelor thesis for defense.

Ing. Kateřina Zelinková

In Ostrava 25th May