REPORT ON BACHELOR THESIS

Topic: Financial Analysis of Daimler Company
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The submitted bachelor thesis was written in line with the assigned topic – Financial analysis of selected company (Daimler). The author carefully followed the outline as stated in the Thesis specification.

Thus, besides the Introduction and Conclusion, the thesis consists of three chapters. The first one is focused on detailed description of the methodology of financial analysis. In the next chapter, the author provides basic characterization of the selected company. Finally, Chapter 4 is focused on very deep analysis of particular financial ratios.

As it was already stated, the author presents detailed view on the methodology of financial analysis in Chapter 2. It starts with description of financial statements and afterwards the common size analysis, i.e. its two parts, vertical and horizontal analysis are very briefly defined. Next, the author defines particular groups of financial ratios, including selected examples. Finally, pyramidal decomposition with several methods of decomposition is provided.

In the following chapter, the author characterizes the company, including its history, products and strategies. Notwithstanding, in some parts of the text, the author might choose a better way to provide necessary information to understand the results of Chapter 4. This chapter also includes vertical and horizontal analysis.

Chapter 4 is probably the most important part of the thesis. The author starts with profitability ratios, which are followed by liquidity ratios and next proceeds to other groups, accompanies each of them by illustrative charts and tables and provides some important findings, including possible implications. Finally, key decomposition is provided.

From the overall point of view the thesis should be recommended to defense since the author was able to apply the procedure of financial analysis independently and suggest suitable interpretation of the results and also fulfill most of the general requirements.

Ostrava, May 25, 2015

Tomáš Tichý
Bachelor thesis reviewer