Report on Bachelor Thesis

Topic: Financial Analysis of Biersdorf Company

Student: Yang Xia

Bachelor thesis of the student Yang Xia concentrates on traditional topic of financial management – financial analysis of a company. One of the primary objectives is identification of major changes in trends, and relationships and the investigation of the reasons underlying those changes, and so the area of the financial management is very important for company management and its decision – making. The topic of the bachelor thesis fully corresponds with the topics of bachelor thesis at the Department of Finance.

The goal of this thesis is mainly to analyze the financial situation of Beiersdorf company from 2013 to 2017 by using common-size analysis and financial ratio analysis.

Bachelor thesis is divided into five main chapters, where first chapter is introduction, last chapter is conclusion, second chapter is theoretical and methodological, third chapter is descriptive and the chapter fourth is the application part.

Second chapter is concentrated on description of the financial analysis methods, which will be applied in the fourth chapter, i.e. common-size analysis [vertical and horizontal], financial ratios and DuPont analysis [gradual changes, logarithmic decomposition method, function decomposition method and integral decomposition method].

Third chapter is able to divided into two parts, at first is overwrited Beiersdorf company, which is producer of a line personal-care products and pressure-sensitive adhesives - the best known are Eucerin, Labelo, Nivea and tesa. In the following part is described Beiersdorf company by common-size analysis.

The most important part of the bachelor thesis is the chapter fourth. Here, author made the financial analysis [ratios of liquidity, activity, solvency and profitability including pyramidal decompositions by methods of gradual changes] of Beiersdorf company over the period of 2013 - 2017. Results of methods are commented and presented in the tables and by graphs.

It is necessary to state, that comments should be better (comments of obtained results are often reduced on the description input data and results, author have to explain more reasons for changes in Beiersdorf company). It is also necessary to say, that author should formulate some own financial recommendations or treats for this company.
Imperfections of this thesis is, that author used only one pyramid decomposition method, absence of sensitivity analysis and low level of English with many grammatical errors. Finally, it should be noted that the overall level of this thesis could be higher if the student started working hard at the beginning of the school year.

Although comment of results is incomplete and there are many punctuation and formal mistakes, the main aim of this thesis has been fulfilled and so, the bachelor thesis can be recommended to defense.

In Ostrava, 15th May 2018

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