REPORT ON BACHELOR THESIS

Topic: Financial Analysis of the Company China Unicom
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The submitted bachelor thesis was written in line with assigned topic – Financial analysis of the company China Unicom. The author tried to follow the outline as stated in the Thesis specification carefully.

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 characterization of the selected company, though, the specification states Financial specification. Finally, Chapter 4 is focused on deep analysis of particular financial ratios; overall financial characterization of the company is also provided here.

As it was already stated, the author presents her view on the methodology of financial analysis in Chapter 2. She starts with description of the financial analysis, including its purposes, particular statements description, vertical and horizontal analysis and analysis of particular groups of financial ratios, including selected examples.

In the following chapter, the author characterizes the company, including its brands, history and competitors. Notwithstanding, in some parts of the text, the description is too detailed – in many cases, the described facts are completely irrelevant to the results of financial analysis provided in Chapter 4.

Chapter 4 is probably the most interesting part of the thesis. The author calculates several ratios of financial analysis in each group, accompanies them by illustrative charts and provides some important findings, including possible implications.

Although the text is sometimes incomplete and the author does not follow the formal guidelines very carefully, from the overall point of view the thesis should be recommended to defense.

Ostrava, June 13, 2012

Tomáš Tichý
Bachelor thesis supervisor