REPORT ON BACHELOR THESIS

Topic: Financial Analysis of Procter & Gamble Company
Student: HONGMIN E

The submitted bachelor thesis was written in line with assigned topic – Financial analysis of Procter and Gamble. 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 should characterize a financial profile of the selected company. Finally, Chapter 4 is focused on deep analysis of particular financial ratios.

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 common size analysis, i.e. its two parts, vertical and horizontal analysis are very thoroughly described. Next, she defines particular groups of financial ratios, including selected examples.

In the following chapter, the author characterizes the company, including its brands, history and competitors. After that, the author studies the financial statements of the company from the point of view of common size analysis.

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.

The text is interesting and the author generally follows the formal guidelines carefully. Thus, from the overall point of view the thesis should be recommended to defense.

Ostrava, June 13, 2012

Tomáš Tichý
Bachelor thesis supervisor