BACHELOR THESIS ASSESSMENT

Title: Financial Analysis of Mengniu Company

Student: Tiantian Kong
Reviewer: Ing. Kateřina Kořená, Ph.D.

1. Subject and Objective of the Thesis

The subject of this thesis is the financial analysis. The choice of this subject is very important because of the importance of understanding this crucial financial subject matter.

The objective of the thesis is the evaluation of the financial performance of China Mengniu Dairy Company Limited Company, based on data from year 2006 to 2010. This objective is clearly defined and this thesis fulfils the stated objective.

2. Structure of the Thesis

The bachelor thesis is divided into 5 chapters including introduction and conclusion. The thesis is well-structured and the content is clear, consistent and understandable.

The theoretical part of the thesis is focused on the description of the financial analysis and explanation of its main functions. The most important financial indicators are described, too. The second part includes characterization and evaluation of the selected firm.

The main part of the thesis is the Chapter 4 Financial Analysis of Mengniu Company, in which author uses vertical and horizontal financial analysis and financial ratio analysis and calculates the particular indicators. Then the student carries out DuPont analysis and influence quantification by using two methods. Finally in conclusion the author summarizes the results of the financial analysis and explains the possibilities of future development of the firm.

3. Formal Arrangement

In general the formal arrangement of the thesis is good. The use of language is on a good level, but with some grammar and typing mistakes. The presentation of the bibliography is alphabetical and complete. The pictures, graphs and references are used properly.

4. Question Proposal

During the thesis defense I recommend to answer the following question:

- Can you explain the further possibilities of development of this company?
5. General Comments

The thesis has a solid theoretical and practical basis. The student uses appropriate methods and the research methodology is consistent with the practical part of the study. The solved problem is important for the analyzed company. The data interpretation is good; the conclusions are based on the findings, although some parts of the analysis could be analyzed in more detail. Results of the study are clear and can be used by the company and for the pedagogical purposes, too. The study is properly elaborated and the formal arrangement of the study is good. The participant proved knowledge of the problem.

On the whole the thesis meets the demanded criteria; I recommend this thesis for the defense.

Ostrava, June 18, 2012

Kateřina Kořená