REPORT ON BACHELOR THESIS

Topic: Financial Analysis of Haier Company
Student: Kemin Wang

The submitted bachelor thesis was written in line with assigned topic – Financial analysis of Haier Company. 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 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 his view on the methodology of financial analysis in Chapter 2. He starts with description of the financial statements and particular approaches to financial analysis. When it is relevant, the author includes selected examples.

In the following chapter, the author characterizes the company, including its history, strategy and products. 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. Finally, the DuPont analysis is provided.

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