REPORT ON BACHELOR THESIS

Topic: Financial Analysis of RIM Company
Author: Yu Zhang

The submitted bachelor thesis is devoted to the one of the key financial issues, particularly to the utilization of the financial analysis within management of firms. Topic of the thesis can be considered as traditional and current.

Thus, the topic of the bachelor thesis is “Financial Analysis of RIM Company” and main objective of the thesis is to assess BlackBerry’s performance and potential and compare it with competitors by using financial data and ratios from 2008 to 2012. Here it should be noted that the use of different names for one company (RIM and BlackBerry) in the text is rather confusing.

The goal of the thesis is explicitly stated within Introduction and its formulation is clear. From the conclusions we can state that the objective has been met.

Bachelor thesis is divided into two main parts, methodological part and application part.

The first chapter (besides Introduction) is focused on the description of the financial analysis methodology. Student describes in detail the basic methods of financial analysis, such as vertical and horizontal analysis, ratio analysis and pyramidal decomposition. An interesting chapter is also devoted to the analysis of variations in the pyramidal decomposition.

Next chapter is focused on the basic characteristics of the analyzed company and on the description of the overall financial situation in the particular years.

The key part of the thesis is Chapter 4, which is devoted to the detailed analysis of particular profitability indicators. Here author demonstrates her ability of analytical thinking by using the advanced approaches of financial analysis (method of gradual changes). It is also possible to evaluate positively the elaboration of the comparative analysis with the main competitor, which is Apple Company.

The paper’s composition is coherent. The methods used in the paper are reasonable and well described. The text refers to the tables and pictures with corresponding numbers.
Author’s language is correct, financial expressions are used correctly and exactly. Generally, author’s ability to communicate in a coherent manner is correct and without remarks. Objection can be referred to the comments on results, which are sometimes only descriptive. Also description of symbols and parameters in formulas is missing in the theoretical part of thesis, see e.g. p. 22.

Summary

Research Topic / Problem Identification:
- Significance of Topic: Excellent
- Clarity of Goal: Excellent
- Clarity of Literature: Excellent

Methodology:
- Description: Excellent
- Appropriateness: Excellent
- Justification: Excellent
- Analytical Techniques: Excellent

Results / Conclusions
- Accuracy of Calculations: Excellent
- Comments: Excellent
- Conclusions: Excellent

Written Expression:
- Clarity: Excellent
- Integration: Excellent
- Argument Logic: Excellent
- Spelling & Grammar: Excellent
- References: Excellent

For the above reasons, I recommend the submitted thesis to defense.

Ostrava, June 7, 2013

Petr Gurný