Supervisor’s Review of Bachelor Thesis

Title: Profitability Analysis of Blizzard Entertainment Company

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Assessing of financial health is necessary and permanently repetitious task within financial management, especially when it is focused on seeking further reasons of non-desirable conditions and when suitable recommendations are formulated. For that reason, the theme of the thesis may be considered as actual and well chosen.

The text suffers many imperfections. First and foremost, the text does not comply with the formal requirements in Guidelines No. EKF_SME_07_004. Author did not follow even the supervisors’s instructions. He uses first person singular which is not allowed; margins are too wide (thanks to that the text seems to be longer); the theme on title page and names of the chapter are different from “Defining of a bachelor thesis”. Unfortunately, the content does not follow the predefined names and is also different. Theoretical part is very briefly and some issues are not described sufficiently. In addition to not enough paying attention to influence quantification, only one quantification method is explained and equation presented is written inappropriate.

In terms of application part, there are also many crucial imperfections. The third chapter represents description of Blizzard and some of other competitors only. Any comparison among them is missing at all and author does not perform any analysis of market share. It is not obvious why he has chosen these rivals. In the chapter 4, some comments are missing and the main causes remain unrevealed, for instance the further analysis of distinction between ROE and ROA is omitted, spreads of liquidity ratios are missing etc. The core of the thesis should be a profitability analysis, but it is not done wholly well done. The most of comments are reduced on the describing the numbers in tables or figures and further analysis with seeking further causes is missing. Thus, the author does not reveal any threats and he does not also formulate any recommendations for the company.

General speaking, the thesis does not analyse (in spite of the theme Profitability analysis) and does not comply with “Defining of thesis”. The comments are not supported with arguments sufficiently. Thus, the author did not demonstrate analytical skills and the aim of the thesis were partly complied with only. However, the author works with method correctly and applies them properly. To recommend the thesis to the defence is possible under substantial reservation only.

Ostrava 22nd Mai 2013

\[\text{Signature}\]

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