BACHELOR THESIS ASSESSMENT

Title: Financial Analysis of Yum! Company

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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 Yum! Company and author carefully followed the outline as stated in the thesis specification.

2. Structure of the Thesis
   The bachelor thesis is divided into five chapters including introduction and conclusion. The thesis is clear and transparent and the content is defined understandable.

   The theoretical part of the thesis is focused on the description of the financial analysis methodology. The most important financial indicators are described, too. The second part The Yum! company overview includes characterization of company activities and evaluation of the selected firm on the basis of its history, strategies and principles, main competitors, etc.

   The main part of the thesis is the chapter Financial Analysis of Yum! company in which author uses common size financial analysis and financial ratio analysis and calculates the particular indicators. Then the student uses DuPont analysis and gradual changes analysis. Finally in Conclusion the author summarizes the results of the whole financial analysis.

3. Formal Arrangement
   In general the formal arrangement of the thesis is good and the use of language is on a good level. The references to the bibliography and the pictures and graphs are used properly.

4. Question Proposal
   During the thesis defence I recommend to answer the following question:
   • Can you give a more detailed description of the further development of this company?
5. General Comments

The thesis is elaborated on a very good level. It has a solid theoretical basis and the research methodology is consistent with the practical part of the study. The final findings can be used both by the company and the university for the pedagogical purposes. The formal arrangement of the study is good. The author demonstrated knowledge of the problem and the ability to present the results.

The thesis satisfies the requirements for this type of work and from the overall point of view I recommend this thesis for the defence.

Kateřina Kořená

Ostrava 31.5. 2013