Title: Fundamental Analysis of Coca Cola Company

Student: Bc. Min Wang
Supervisor: Ing. Kateřina Kořená, Ph.D.

1. Subject and Objective of the Thesis
The subject of this thesis is the fundamental analysis of the Coca Cola Company. The choice of this subject is very good idea because of the importance of this type of analysis in financial markets.

The objective of this thesis is to state recommendation for investors to sell-hold-buy it means to decide if this company is suitable for investing or not. This objective is defined clearly and accurately and it is possible to state that it has been achieved.

2. Structure of the Thesis
The master thesis is divided into 6 chapters including introduction and conclusion. The structure of the study is appropriate, the arrangement of the thesis is good and the particular parts of this thesis are consistent.

The theoretical part of the thesis is focused on the characteristic of the fundamental analysis and the description of its main parts. The author explains the methods and techniques used in the thesis. The second part Macroeconomic Analysis includes application of this analysis and explanation of the most important indicators and its influence on the price of the company. The third part Industry Analysis is focused on the description of the situation in the company’s industry and the student clarifies there the environment of the analyzed company.

Very important chapter of the thesis is the Company Analysis, in which the author makes financial analysis, calculates intrinsic value of the company and finally elaborates the SWOT analysis. In the end the student summarizes the discovered findings and formulates the investment recommendation to the investors.

3. Formal Arrangement
The formal level of the submitted thesis is good. The use of language is very good. The references to the bibliography are used and the presentation of the bibliography is complete. Tables and graphs are clear. The orientation in the work is very good, the thesis is good interconnected.

4. Question Proposal
During the thesis defense I recommend to answer the following question:

- Do you invest yourself in this company?
5. **General Comments**

The thesis is understandable and is worked out on a very good level. The participant proved knowledge of the problem and ability to use it practically. The used methods and techniques are appropriate. The overall formal arrangement of the thesis is very good.

In general the thesis meets the demanded requirements and can be recommended for the defense.

Katerina Kofená

Ostrava dated 11.5. 2015