REPORT ON BACHELOR THESIS

Topic: Profitability Analysis of Nokia Company

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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 “Profitability Analysis of Nokia Company” and main goal of the thesis is to assess financial health of the company by means of the financial analysis (the main attention is devoted to the profitability) during period 2006 - 2010, predict future trends of the main indicators and propose measures to improve performance of the company.

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).

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 references, because source named in the list of references mostly don’t have a reference to in the text.

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

Topic for discussion:

1. What is the financial situation of other companies in the sector? What are the main competitors of the analyzed company?

Ostrava, June 20, 2012

[Signature]

Petr Gurný