

Abstract

The bachelor thesis will deal with the financial analysis of the company DEVELOP MOST s.r.o. The thesis is divided into a theoretical and a practical part. In the theoretical part, there is an explanation of the basic concept and the methods and ratios used in the financial analysis. In the practical part, individual ratios will be applied to the selected company. The aim was to reveal the strengths and weaknesses of the company. In addition, the thesis will contain a segmentation analysis of the market in which the company operates as well as an evaluation and comparison of the main competitors.