



TOMAS BATA

The Business Example

Bata

Who was a Tomas Bata?



- Businessman
- Teacher
- Philosopher
- Innovator
- Politician
- Builder
- Philanthropist



General view of Tomas Bata

- changed craft to factory production
- developed own management system
- spread production of shoes to 36 other production fields
- in 1928 – Czechoslovakia was the biggest shoes exporter in the world
- in 1929 – Tomas Bata was estimated to be one of 100 richest people in the world
- Bata brand was famous in 4 continents

The phrase:
„Impossible - doesn't exist.“

A handwritten signature in black ink, written in a cursive style, which reads "Tomáš Baťa".

Tomáš Baťa

What is the aim of our company?

- To produce needful goods or provide needful services in a sufficient amount.
- To serve consumers in time with a good quality and for a moderate price.
- To create and spread human happiness.

1930

What does happiness mean according to Tomas Bata?

Tomas Bata wished that in the company would work only happy people?

Who is happy person?

- 1) Person who knows that he is useful and knows his value.
- 2) Person who is educated.
- 3) Person who is rich.



Thomas Bata as a leader

Tomas Bata as a leader:
he led

he had a vision

we are instead of I am

inspired people by his energy

Tomas Bata the leader:



He was able to listen.

He gave feedback.

He focused on strengths.

He looked for solutions.

He sorted out the cause of problems.

He asked a lot and listened a lot.

Change of thinking

I am → we are → I am



„batovec“

=

nationality

Philosophy of Bata management system

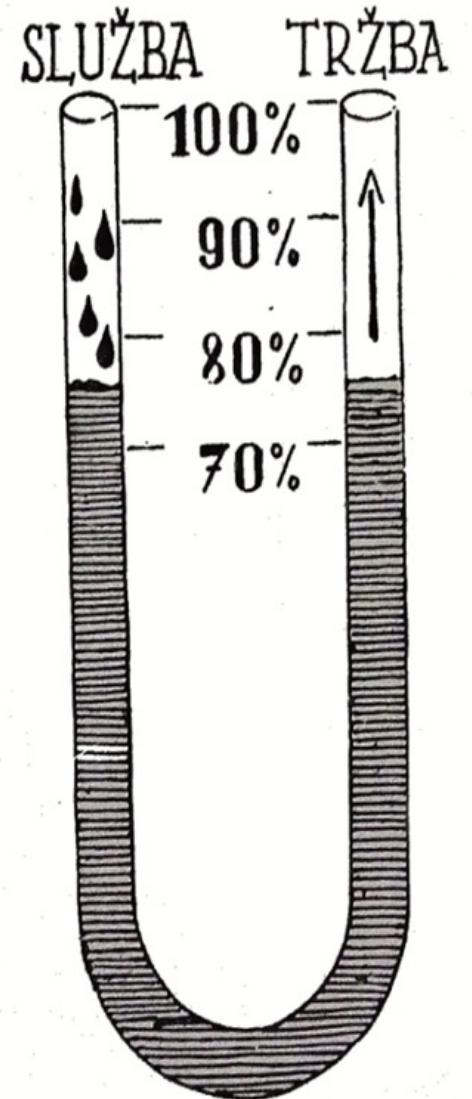
Service and Time

Service doesn't mean
"our customer – our
master"

Service

Entrepreneurship is a service
– service to man, the public,
service to life.”

„Our customer – our boss.”



Jak souvisí tržba se službou.

Philosophy of services

1/ service to yourself

2/ service to family and friends

3/ service to co-workers and colleagues



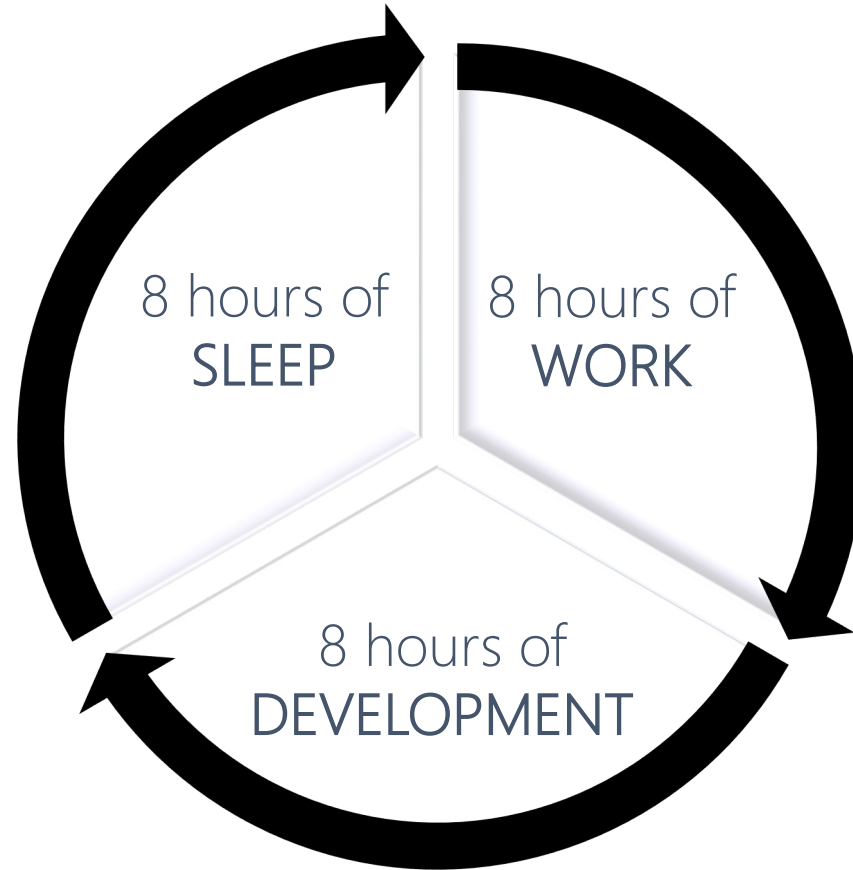
4/ service to customers

5/ service to company

6/ service to public and community

7/ service to life

Life balance - service to yourself





FOOD FOR THOUGHT



„Have the courage to change.
The world will never judge you
according to who you could have
been but never were, but according
to who you actually are.“

Tomas Bata