

# **BATA COMPANY, TRADITIONS AND INSPIRATIONS**

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Tomas Bata University in Zlín

# **HISTORY OF THE BATA COMPANY**

## **1894–2019**



**FACTORY IN BEST,  
NETHERLANDS | 2019**



**ZLIN | 1894**



**BATA STORE IN BOLOGNA | 2019**

**BATA COMPANY  
UNTIL 1932**

1932

Tomas Bata run affiliated companies, stores and factories in **54 countries** on four continents and had **31,000 employees**



LE PLUS GRAND RAID AERIEN  
COMMERCIAL DU MONDE.

L'INDUSTRIEL THOMAS BATA A PARCOURU  
AVEC SON FOCKER TRIMOTEURS 32.000km  
POUR VENDRE SES CHAUSSURES DANS  
LES PAYS D'OUTRE MER.



Yugoslavia  
The Netherlands  
Denmark  
Poland  
Great Britain  
Germany  
France  
Austria  
Romania  
Sweden  
Switzerland  
Belgium  
Finland  
Luxemburg  
Hungary  
Italy  
Lithuania  
Latvia  
Estonia  
Malta  
Cyprus  
Gibraltar  
Canary Islands

Egypt  
Sudan  
Belgian Congo  
Union of South Africa  
French Somaliland  
Libya  
Algeria  
Tunisia  
Morocco  
Senegal  
Gold Coast  
Nigeria  
Cameroon  
Tanganyika  
Kenya  
Uganda  
Abyssinia

British India  
Dutch East Indies  
Malaya and  
Singapore  
Palestine  
Syria  
Iraq  
Aden  
Siam  
China  
French Indochina  
  
USA  
Canada  
Trinidad  
Brazil

# **BATA MANAGEMENT PRINCIPLES**

- T. Bata in 1922: „**To sell the best quality footwear cheaply while paying high wages to workers is the economic task we have decided to tackle**“
- Satisfying customers (price), workers (pay), entrepreneur (growth)
- Autonomy of workshops, participation in profit and losses
- Making capitalists from workers (social peace)
- Bata Company as largest tax contributor in Czechoslovakia
- Salaries in Bata system in Czechoslovakia and abroad always larger than average wages
- Employment of women and disabled persons
- At end of the 1930s, company had more than 40 lines of business in the industry, transport and service sectors

S d ě l e n í 41. číslo

Účast dělníků na zisku v týdnu od 22.-27./9. 30. týden

Dělník	zářijevských	každý obdržel Kč
Dušek	49	33
Kabelka	34	31
Ser	53	44
Ostádal	70	70
Khain	10	30
Danzer	12	34
Kloboucký J.	42	70
Dubáček	20	44
Roček	75	35
Tošner	6	42
Krumpholz	30	40
Roubínek	53	75
Dušek	40	90
Šimák	27	38
Barvič	35	20
Hrbáček	40	38
Labuť	22	47
Kadvanovský	23	42

V manipulaci věch, odd. p. Krause bylo vyplaceno na odměnách za vjeledhy:  
 I. 0 dělníkům po 100 Kč  
 II. 14 dělníkům po 50 Kč  
 III. 20 dělníkům po 20 Kč.

Celkem se vyplátilo účastníkům na zisku v 30. týdnu Kč 34.500.

Děkujeme jako vždy všem našim zaměstnancům, aby viděli, jak se každé dělníci přičinují, aby se stali účastní na zisku své dílny. Ještě jistě rozdíl bere-li dělník mimo svůj regulérní výdělek ještě 50 Kč jako podíl na zisku za týden, nastou pouze 14 Kč. Špráveř závodu a majitelé i dělníkům záleží na tom, aby účast na zisku ve všech dílnách dostoupila na 100 Kč na jed-

S d ě l e n í 42. číslo

představovala a že účinný patřek a jedy a pobedu na náhledu krajiny dáva zapomenouti a způsobuje všechny jiné snad nemilé pocity.

Opravy telefonního seznamu:

úřadník	zapsal
15 sňlek p. Sedláč	Strojárna p. Kojného
30 p. V. Baťa	p. Zimovský
50	Sklad p. Krček
70 p. Muška	p. V. Baťa
90 celý řádek	

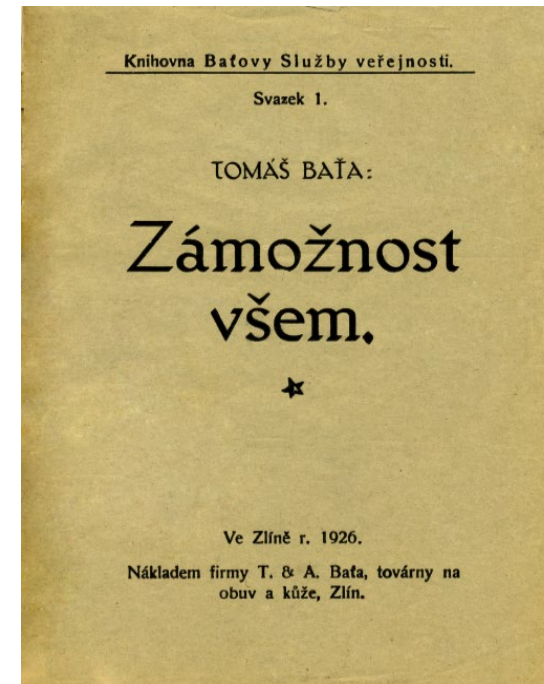
Sklad instalačního materiálu vydává pro dílny materiál pouze jenom dopoledne. Závorky do 10 hodin.

Děkují na tomto místě pp. lékařům dr. Šenoví za každodenní léčení, dr. Čechovovi za milou návštěvu, dále p. četníkům za péči o auto a panu Šimákově za starost, kterou obdržel mého zdravotního stavu projevil. 15. Nov. 1926. Štábovice

Účast dělníků na zisku za 40. týden 1926. Úmry

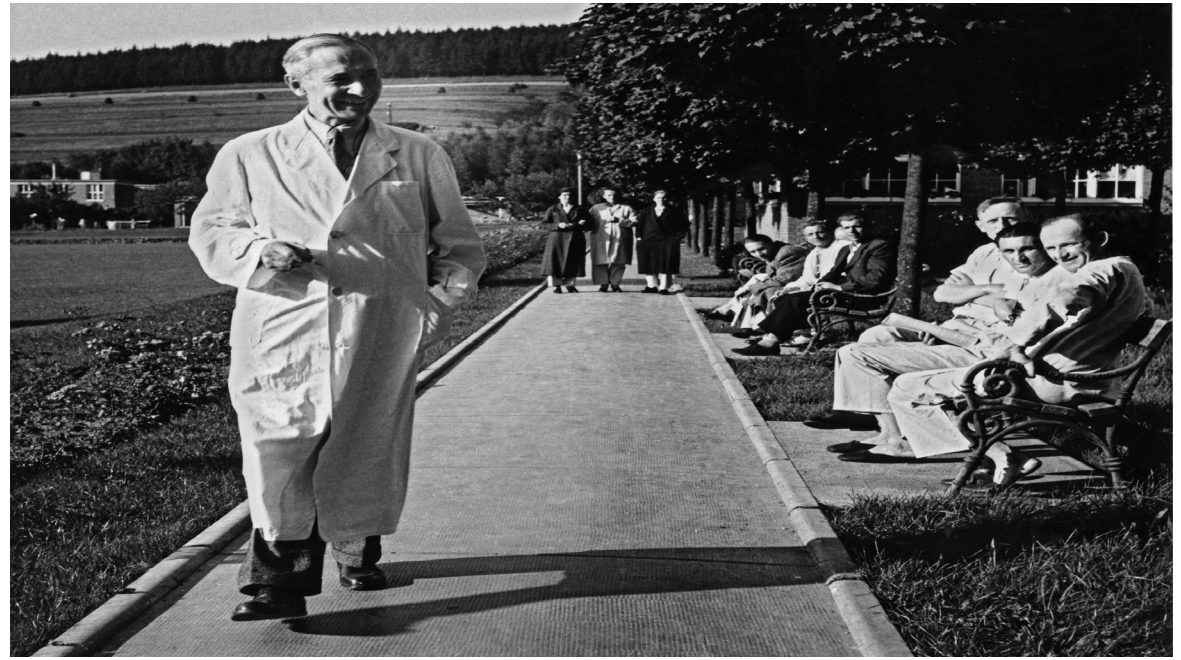
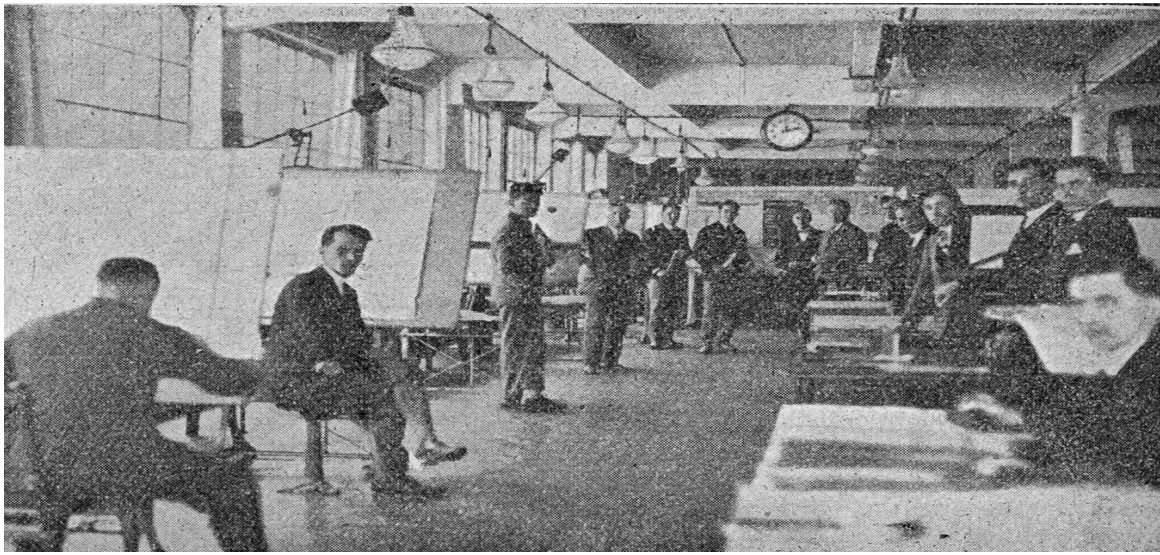
Dělník	zářijevských	každý obdržel Kč
Dušek	50	57
Kabelka	56	55
Ser	50	34
Ostádal	71	65
Dolžel	17	45
Danzer	12	33
Kloboucký	43	63
Khain	50	37
Roček	77	64
Krumpholz	33	41
Hrbáček	41	25
Barvič	40	38
Tošner	10	42
Roubínek	54	54
Dušek	45	68
Šimák	30	70
Labuť	22	72
Janda	23	40

z kráječům za vjeledhy I. po 100 Kč  
 23 " " " 2 " 30"  
 11 " " " 5 " 20"  
 Celkem bylo vyplaceno dělníkům účastí na zisku Kč 38 790 --.



**RESEARCH AND INOVATIONS**



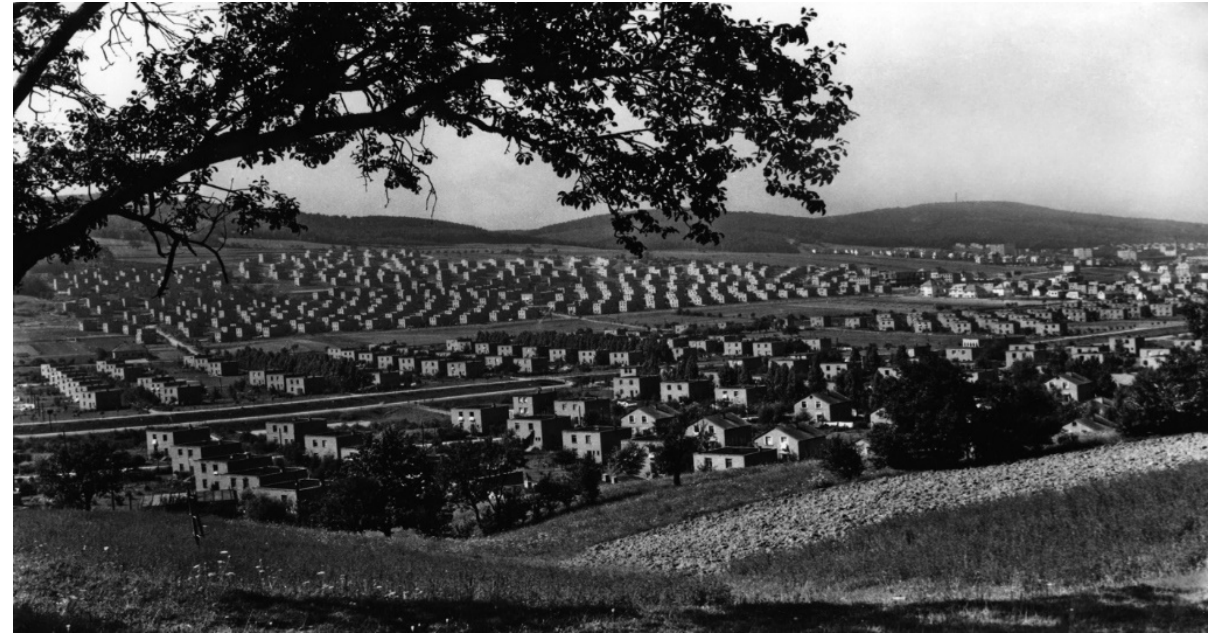
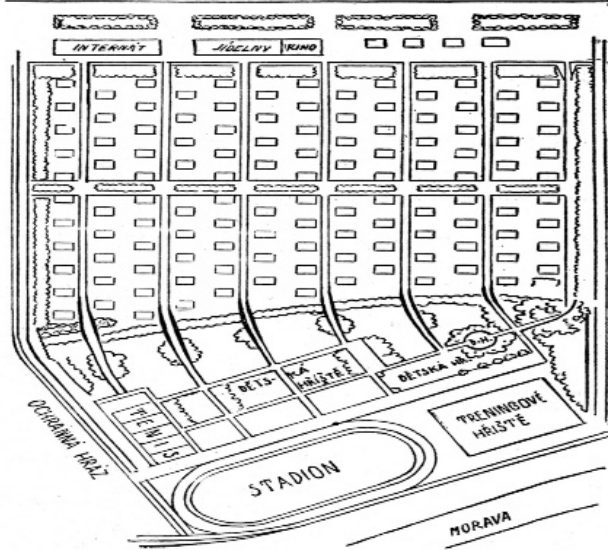


**SOCIAL SYSTEM**



### Stavba první zahradní čtvrtě na břehu Moravy

TOHÁŘNY POKROČNÝCH ZÁVODŮ

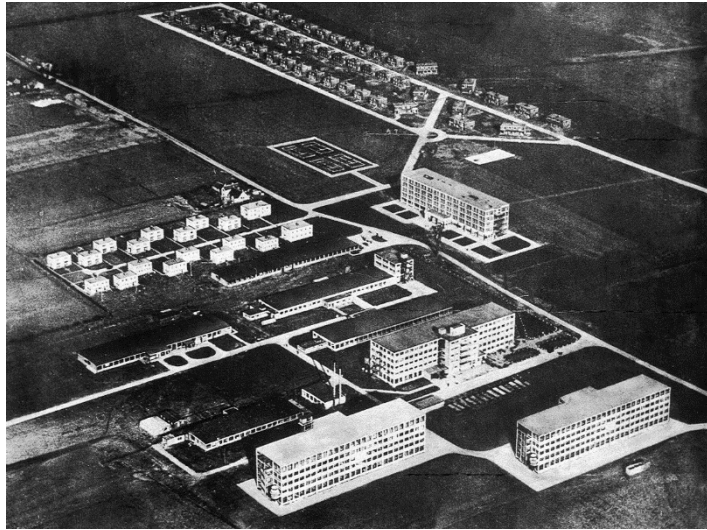




**TOMAS BATA, 1931**

Clearly, our business is a profit making enterprise. Its technical, commercial and social structures, however, have grown to such an extent that profit per se is no longer its only or even its main goal, and that its future existence and growth now depends more on the general progress and prosperity of the entire state, rather than being based on business principles only. It is the ideal of healthy citizens, whose material and cultural needs are well met, that has become our ultimate aspiration. We are therefore happy to take on social tasks commonly considered to be the responsibility of public bodies, of municipal and state authorities; tasks, which many entrepreneurs often shrink away from, not realising how close a connection there is between the success of their businesses and general prosperity of all our citizens. This is the reason why we have built hospitals, roads, schools, playgrounds and other facilities, which until recently were deemed mere luxuries. This is why we have increased the pensions of our employees and lowered the prices of our products. This is also the reason why we strive to increase and ensure the prosperity of the region where we work – of the land, which provides our resources, and of the state, which forms the basis of our enterprise.

**BATA COMPANY  
ABROAD**



**FACTORY IN TILBURY,  
GREAT BRITAIN | 1930s**



**FACTORY IN BEST,  
NETHERLANDS | 1930s**



**FACTORY IN BATANAGAR,  
INDIA | 1930s**



**FACTORY IN BATAWA,  
CANADA | 1930s**



**BOROVO, YUGOSLAVIA (CROATIA)**



**TILBURY, GREAT BRITAIN**



**HELLOCOURT**



**BEST**

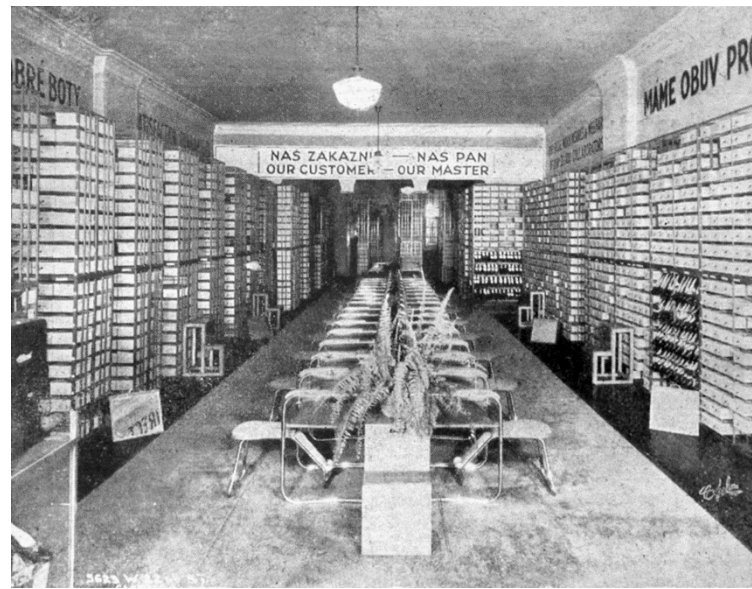


**MOHLIN**





**STORE IN CZECHOSLOVAKIA | 1925**



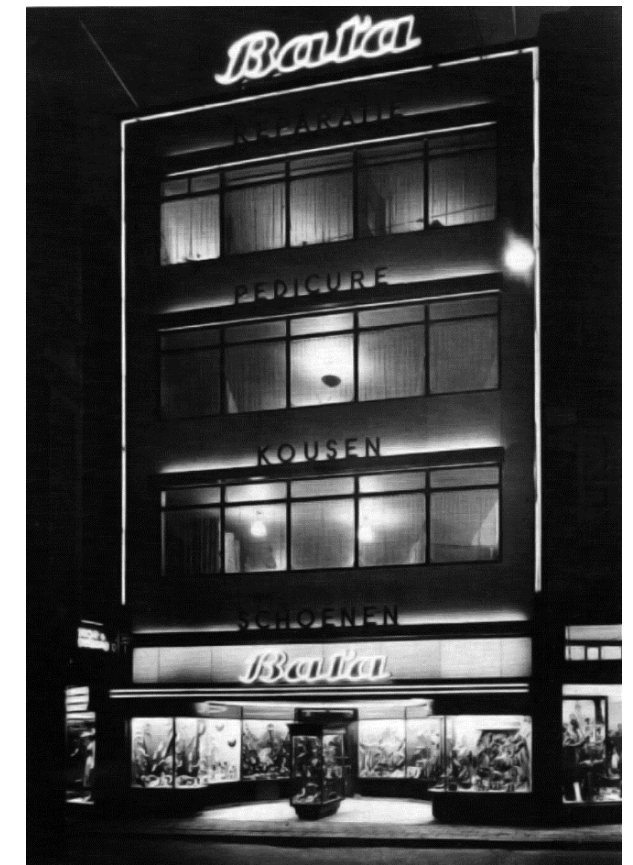
**SHOP IN CHICAGO, USA | 1931**



**COMPANY REPRESENTATIVE  
IN DENMARK | 1926**



**STORE IN INDOCHINA | 1930s**



**SHOP IN  
AMSTERDAM | 1930s**

# **BATA COMPANY AFTER 1932**

- After 1932 and death of T. Bata, company was lead by three-headed management
- Nationalization in the Eastern Europe after 1945, formation of the Western Bata Organization under leadership of Tomas J. Bata
- 1960s–1980s construction of the new factories in Africa, Lat. America and Asia
- The world's largest shoe manufacturer and retailer around year 1980
- From 1990s Bata Company faced changes in globalized world, closing down of factories in Europe and North America



**J. A. BATA**



**D. CIPERA**



**H. VAVRECKA**



**T. J. BATA**

**THANK YOU FOR  
YOUR ATTENTION**

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