Tomáš Baťa

/ 3.4.1876 - 12.7.1932 /



The biggest businessman of his time in the Czech Republic – the king of footwear

He came from a poor shoemaker's family.

In 1894 he founded a shoe company in Zlín with his brother Antonin and sister Anna

In 1904 he traveled to America to get new experiences

In 1908 - employed 300 people and produced 3,000 pairs a day

In 1911 - belt production employed 5,000 people and produced 100,000 pairs a day,

During the war, he made large profits from military boots.

Post-war crisis – he sold products 50 % cheaper, so he destroyed the competition.

Since 1945, Tomáš Baťa Jr. has run the company. - the only son of Tomáš Baťa

The Baťa price of 999 is also well-known, it always ends on the 9t

**Known quotes:**

* Don't tell me it doesn't work, tell me you can't do it.
* Cleanliness and order = quality.
* Our customer our master.
* You can do whatever you want.