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The Historical Heritage of Tomas Bata as an Incitement for Application of Creativity in Marketing

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Abstract

The objective of this contribution is to point out the implementation of Bata's legacy as an incitement for applying creativity in marketing within the contemporary education. Tomas Bata's business style has been used by prestigious companies all over the world because it still remains a pillar for modern entrepreneurial activities. As the first one, he put the customer on a pedestal and this strategy is today one of the most significant factors in business areas with the strongest competition and is becoming the necessity for marketing specialists in the search for new approaches to customers. The market is currently filled with a number of almost identical products; however, in the center of attention is the one that offers the maximum in a creative way. The presented study shows a creative approach in the promotion of Bata's philosophy in innovative marketing.

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1. Introduction

Tomas Bata is a name that has the strength of a symbol and in many cases also evokes a range of associations connected with the name such as for example Bata's shoes, Bata's business philosophy, Bata's Zlín, Bata's architecture, Bata as the innovator in the area of education and in the area of marketing and promotion.

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Bata's legacy is reflected at almost every step, not only in Zlín, but in many other Czech and foreign cities as well. Many businessmen have been inspired by his business approaches, by his courage to embark on innovative steps. He was the first businessman to put the customer on a pedestal. This strategy is currently one of the most significant factors in business fields with the strongest competition and is becoming the necessity when marketing experts search for new approaches to the customer. A number of major companies were formed on the basis of implementing Bata's thoughts and approaches, and a number of companies which were established by T. Bata himself, have been running their business until today. Of course we need to mention the fact that in many cases these companies have gone through the process of nationalization, privatization or various forms of restructuring. An example of a company established on Bata's legacy is Tescoma that proudly claims to follow Bata's thoughts. It was formed in 1992 on a green field site in Zlín in the Czech Republic and today it is world famous and respected company producing household goods. On the other hand, another company from the region of Zlín, Fatra Napajedla, established in 1935 by Bata concern, is currently operating as a part of Agrofert concern with a diverse portfolio of products. Originally, it was formed as the first processor of plastic materials in the Czech Republic. The present-day company Continental Barum Ltd., producer of tyres, has a similar history. It was established in 1932 and the impulse for its formation (at that time) was the lack of tyres of good quality for transport of products from Bata's companies around the world. Thus already in 1932 the first tyres of Bata's brand were produced and two years later, in 1934, there was a significant expansion in production of tyres and new tyres of Bata brand gradually pushed out all competing products from Czechoslovakia. These days the company Continental Barum Ltd. is a significant producer of tyres on an international scale. (www.continental Barum, 2014).

However, it is only a small insight into the legacy that proves just how much T. Bata was important in the past and how he is still important today. The heritage he left behind in the form of his business and his life philosophy is the biggest legacy. The goal of this paper is not only to briefly introduce the personality of T. Bata, but also to point out to the implementation of Bata's heritage as the impulse for application of creativity in marketing in the present higher education.

2. Theoretical and Historical Basis

2.1 Bata and His Business Philosophy

Already at the beginning of his career Tomas Batsought the knowledge of all new. His goal was the implementation of new knowledge, new technologies and new machines to production and he adapted everything to these requirements, whether it was working and technological processes, new organization of production and work or new machines. He understood clearly that rational production, the power of machines and machine mechanization became the prerequisite of a successful business. At the same time he knew that the way to business success is based mostly on the overall setting of the company "organism" and thinking of its employees. He understood that business success is not the work of the businessman himself or (the most perfect) machines, but mainly of the employees and the team spirit in the company. And it was this knowledge that directed him to the creation of a complex system, an integrated model of company life that outgrew into building the city and the region, into a social and political program that he could fulfil as the town Mayor in Zlín in the years 1923-1932.

2.2 Bata as the Creator of a Town

In September 1923 T. Bata defeated left-wing candidates in municipal elections, his election group won the majority in the municipal council and T. Bata became the Mayor of the town of Zlín. This event started a new peculiar chapter in the development of the town that went hand in hand with the development of Bata's company. On one hand the dynamic development of the shoe factory was evident: construction of standard buildings with reinforced concrete skeleton, brick lining and large areas of windows, on the other hand a big draw for people attracted by the possibility to get living together with work. When the first construction stage of the new factory buildings was starting in 1925, the architect Gahura published his project of the industrial area with the name "The factory in gardens". In the following years a unique factory complex grew there – long rows of modern factory buildings surrounded by trees and lawns caused not only surprise, but mainly admiration, because there was created

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