

Abstract (in English):

The Diploma Thesis is focused on the issue of the management methods in the company, engaged in the production of agricultural machinery in the period of the Czechoslovak Republic. It is particularly concerned with the process of business management, trade promotion, customers' relationship and reflection of these activities into the company's economy. The Thesis is focused mostly on the Czech and Bulgarian business activity documentation. The data for this Thesis was obtained by direct research of the original, till this time unresearched archival sources, by personal memories of witnesses, desk research of relevant archive documents and literature. The data analysis performed at the end of the Thesis used the current business analysis methods for comparing reporting and present period's marketing methods.

The researched subject is Jan Pujman machinery and engines company and cast iron producer, founded by Jan Pujman senior in the year 1885 in Nové Ransko, whose activities were terminated by The Nationalization in April 1949.