

Abstract:

The subject of the thesis is the entrepreneur and rose breeder Jan Böhm (1888–1956). The thesis is based on Böhm's biography and subsequently aims to cover Jan Böhm's business activities from the foundation of his company in 1918 to the end of the First Czechoslovak Republic with slight contextual overlaps. The thesis focuses on production factors, aspects of production (rose growing), the organisation of the business, commercial activities (sales) and above all innovative promotional strategies, the main focus of which was exhibition and publication, advertising, film and periodical advertising, and the thesis also looks at the efficiency of the business. The research is based on primary archival sources, most of which are stored in the archives of the Blatná City Museum and the State District Archive of Strakonice. Personal sources are also used, such as contemporary memories, photographs (postcards), contemporary press (*Blatenské listy*, *Pražská zahradní bursa*) and the grower's own promotional materials. Böhm's ability to effectively present his products and build his brand was a key factor in his success and uniqueness on the market at the time.

Key words:

Jan Böhm, business history, biography, horticulture, exhibitions, plant breeding, rose planting