

## Abstract

The Bachelor's thesis monitors the conception, history and operation of the most successful domestic motorcycle manufacturer - trademark Jawa. The thesis generally deals with the functioning of the company in different political-economical systems that has gone through during 83 years of operation and describes the changes of position and perception of brand value in time. The thesis is focusing on the extraordinary personal and professional career of founder of Jawa Company Ing. Dr. h.c. František Janeček. As well as on the entrepreneurial philosophy of his company and style the company worked the way up to become a leader of the domestic motorcycle market, which enabled the company to gain good position in the most successful era of postwar epoch. The great amount of attention is focused on the years of 30th, when Jawa starts its work and the process of brand building. This process is presented in the complex framework that explains and comments, but also monitors the entire system of branding methods, which supported the production strategies of Jawa and led to the successful building of a brand value. In this sense, the thesis takes particular notice of organizational processes in the company, changes in its portfolio and promotion of company products. The communication and activities of the company are analysed into details and confronted in the current marketing discourse. In this respect, the thesis recognizes the importance of the sports field and lifestyle trends, that Jawa had a significant impact on. Sport promotion is introduced as a broader concept, that Jawa utilised in order to build its position and reputation in domestic and global field. All this is described with respect to changes in economic and technological conditions of 20th century as well as the development of political and social climate during the life of the brand.