

Abstract

The diploma thesis deals with topic of production, enterprise and consumption of “Olomoucké tvarůžky” (Olomouc cottage cheese) in a 1938-1960 period on the ground of bohemian lands, or Czechoslovakia respectively. It summarizes development of this branch up to the year 1938 and observes how it was affected by the consequences of the Munich Treaty. The thesis puts closer look at the types of state interventions in production of Olomouc cottage cheese in war and postwar time. It also observes process of socialization and subsequent nationalization of private businesses in 1950s. Then it focuses on major aspects of business in this branch and brings more detailed study of three typical entrepreneurs according to the scale of their involvement. The thesis furthermore characterizes production of Olomouc cottage cheese as an individual branch of dairy industry. It surveys number, form, regional dislocation and machinery of businesses. Then it considers amount of production of Olomouc cottage cheese, its relation to total cheese production, to type of plant and region. It deals with number, structure and position of employees in Olomouc cottage cheese businesses. It also concerns export of Olomouc cottage cheese. Last chapter inquires position of Olomouc cottage cheese in consumption habits of population and its social dependency.