Abstract

The Bachelor's thesis deals with the Austrian Fez Company later called Fez Company Ltd. in Strakonice in the form of business history method. The emphasis is put on economic development, entrepreneurs, entrepreneurial strategies and management. The social development is purposely not the object of this thesis. In the introduction it presents problems of the fez production in Habsburg monarchy and primarily in Strakonice region in the 19th century. The mentioned first quarter of the century of the Fez Company Ltd. is ranging between the years 1899 and 1926, that means since the establishment of this joint-stock company till 1925, when it was banned to wear fez hats in Turkey or more precisely a year later when the ban had an impact on the economic development of the company.

Key words: fez (hat) - joint-stock company - Strakonice, entrepreneurs - entrepreneurship - Živnostenská banka - Credit-Anstalt für Handel und Gewerbe - textile industry