

The Tatra automotive brand has become one of the most outstanding symbols of the Czechoslovak industry and has become famous all over the world, too. The aim of this bachelor thesis is to discover the most important reasons that led to the economic success of Tatra Kopřivnice vehicle manufacturer. It focuses on the period of the biggest expansion of the company from the establishment of the Czechoslovak republic up to the end of the Second World War - the period of 1919 – 1945. Particular chapters offer an analysis of the company's structure and its management system as well as techno-economic parameters of production, marketing and advertising. Then we explore the position of Tatra company within the Czechoslovak automotive industry and also the international automotive trade. Last but not least, we focus on the area of human resources. In the thesis, there are included materials from the company's archive that have not yet been published, as well as information from interviews with employees of the Technical Museum of Tatra Kopřivnice.