Abstract

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The thesis deals with developement of department stores in interwar Czechoslovakia, from the end of the first World War, until the end of the 1930s. Focucing on example of company Brouk a Babka, it describes important aspects of their practice, which in many ways differ from the traditional concept of retail sales. Sales and advertising strategies, which included a variety of methods and tools, usually completely new or significantly modified in practice of department stores, aimed to gain a large number of customers and buyers, shape their consumer behavior in the spirit of modernity and progress, and keep their trust in a long term. At the same time, experts in marketing and retail encouraged specific efficiency to increase the efficiency of the whole interwar economy, including the retail practices. The thesis focuses on how these recommendations were put into practice in particular department stores, which represented the peak of retail development. The thesis consists of four chapters. The first chapter deals with the history of the first department stores in Czechoslovakia, second chapter focuses on the customer, from the perspective of professional discourse and the department stores' expectations. The following chapters deal with the theories of sales and advertising, and their practical implementation within the organization of department stores. The work uses period professional texts, professional and popular magazines, promotional prints of the company Brouk and Babka and advertisement published in daily press and magazines.