

Case Study: Cristal Malvern

headword	pronunciation	translation/notes	example sentence
according to ... (adv)	/ə'kɔ:dɪŋ tu:/	gemäß, entsprechend	According to company sources, the cause of the fire is unknown.
activity (n)	/æk'tɪvɪti/	Aktivität	The company was able to continue its commercial activity during the period of reconstruction.
adjustment plan (n)	/ə'dʒʌstmənt ,plæn/	Anpassungsplan	An adjustment plan will be needed in order to protect as many jobs as possible.
alive (adj) keep sth alive	/ə'laɪv/ /ki:p ,sʌmθɪŋ ə'laɪv/	am Leben, lebendig etw. am Leben erhalten	Our mission is to keep the brand alive .
benefit (v) benefit from sth	/'benəfɪt/ /'benəfɪt frəm ,sʌmθɪŋ/	nützen, nutzen, zugute- kommen aus etw. Nutzen ziehen, von etw. profitieren	Cristal Malvern can grow, modernise and benefit from this disaster.
brand (n)	/brænd/	Marke	Cristal Malvern is an established brand of mineral water.
business sense (n)	/'bɪznəs sɛns/	Geschäftssinn	It would not make any business sense for the brand to disappear.
concern (n)	/kən'sɜ:n/	Bestreben, Sorge, Interesse	The major concern is to lose as few customers as possible while the factory is rebuilt.
connected (adj) be connected with sth	/kə'nektəd/	verbunden in Verbindung stehen mit	This family has been connected with the

	/bi: kə'nektəd wɪθ ,sʌmθɪŋ/		company for over a hundred years.
consumer product (n)	/kən'sju:mə ˌprɒdʌkt/	Konsumartikel	Mineral water is now an important consumer product .
control (n) have control	/kən'trəʊl/ /hæv kən'trəʊl/	Kontrolle Kontrolle ausüben	Although there are other shareholders, their family still has control .
cost (n) cover the cost of sth	/kɒst/ /'kʌv ə ðə ˌkɒst əv ,sʌmθɪŋ/	Kosten, Aufwand die Kosten decken	Transporting the water to other plants is not viable due to the costs . The insurance money and other subsidies will cover most of the cost of modernising.
deal (n) make a deal with sb	/di:l/ /meɪk ə 'di:l wɪθ ,sʌmbədi/	(Geschäfts-)Abschluss mit jdm. einen Abschluss machen	We are planning to make a deal with another company which sells mineral water.
demand (n) meet a demand	/dɪ'mɑ:nd/ /mi:t ə dɪ'mɑ:nd/	Nachfrage Nachfrage befriedigen/ decken	This is a good opportunity for the company to modernise its production in order to meet an increasing demand .
desperate (adj) be desperate to do sth	/'despəreɪt/ /bi: 'despəreɪt tə du: ,sʌmθɪŋ/	verzweifelt unbedingt etw. tun wollen	We are desperate to reconstruct the business.
distribute (v)	/dɪ'strɪbjʊ:t/	vertreiben, verteilen, verkaufen	Another company will distribute and sell their water as Cristal Malvern with a slightly modified label.
distribution (n)	/dɪstrɪ'bju:ʃən/	Vertrieb, Distribution	The spring water could be transported to other bottling plants for distribution .

due to ... (adv)	/ˈdjuː tuː/	aufgrund von, wegen	Transporting the water to other plants is not viable due to the costs.
employee (n)	/ɪmˈplɔɪi/	Arbeitnehmer	Most of the remaining employees agreed to be temporarily laid off.
employer (n)	/ɪmˈplɔɪɜː/	Arbeitgeber	Cristal Malvern is one of the area's main employers .
established (adj)	/ɪˈstæblɪʃt/	bekannt, (alt-)eingeführt	Cristal Malvern is an established brand of mineral water.
face (v)	/feɪs/	mit etw. konfrontiert werden	The problem facing the company is how to pay the workforce while the factory is being rebuilt.
facilities (n pl)	/fəˈsɪlɪtɪz/	Anlage(n)	New production facilities are being built.
influence (n) have an influence on sth	/ˈɪnfluəns/ /hæv ən ˈɪnfluəns ɒn ˌsʌmθɪŋ/	Auswirkung, Einfluss Einfluss auf etw. haben	Initially the situation had a negative influence on sales.
initiative (n) take the initiative	/ɪˈnɪʃɪtɪv/ /ˌteɪk ðə ɪˈnɪʃɪtɪv/	Initiative die Initiative ergreifen	We are all prepared to co-operate but the company must take the initiative and it must do it quickly.
installation (n)	/ɪnstəˈleɪʃən/	(hier:) Ausrichtung	Eighteen months later the company has been able to renew its activity in a new installation .
insurance (n) insurance money/payout	/ɪnˈʃʊərəns/ /ɪnˈʃʊərəns ˌɪnʌniˌpeɪəʊt/	Versicherung Auszahlung der Versicherung	We are confident that we will secure the brand's future with the help of an insurance payout .
investment (n)	/ɪnˈvestmənt/	Investition	A big investment was required to continue production.
lay off (phr v) be laid off	/leɪ ˈɒf/ /biː leɪd ˈɒf/	entlassen entlassen werden	Most of the remaining employees agreed to be temporarily laid off .

locate (v) be located	/ləʊ'keɪt/ /bi: ləʊ'keɪtəd/	ansiedeln, sich nieder- lassen gelegen sein, sich befinden	The bottling plant is located next to the spring which gives the mineral water its name.
location (n)	/ləʊ'keɪʃən/	Standort	Because of the nature of our product, we can't just move to another location .
maintain (v)	/meɪn'teɪn/	aufrechterhalten	It was vital for the Insalus brand to maintain a market presence.
management (n)	/'mænɪdʒmənt/	(Geschäfts-)Leitung, Management	The company management will try not to make too many workers redundant.
market (n) market leader market presence	/'mɑ:kɪt/ /ˌmɑ:kɪt 'li:də/ /ˌmɑ:kɪt 'prezəns/	Markt Marktführer Marktpräsenz	Cristal Malvern mineral water is one of the market leaders . It was vital for the Insalus brand to maintain a market presence .
marketer (n)	/'mɑ:kɪtə/	Vermarkter, Marketing- fachmann	If people drink water from bottles rather than taps, it is a triumph of marketers .
marketing (n)	/'mɑ:kɪtɪŋ/	Marketing	Workers involved in sales and marketing continued in their posts.
mission (n)	/'mɪʃən/	Mission, übergeordnete Aufgabe	Our mission is to keep the brand alive.
modernise (v)	/'mɒdənaɪz/	modernisieren	This is a good opportunity for the company to modernise its production in order to meet an increasing demand.
modified (adj)	/'mɒdɪfaɪd/	verändert, modifiziert	Another company will distribute and sell their water as Cristal Malvern with a slightly modified label.
multinational (n)	/mʌltɪ'næʃənəl/	multinational	The company may be sold to one of the big multinationals .

negotiate (v)	/nə'gəʊʃieɪt/	verhandeln, vereinbaren	Some permanent redundancies will have to be negotiated .
optimistic (adj) (opposite = pessimistic) be optimistic about sth	/ɒptɪ'mɪstɪk/ /bi: ɒptɪ'mɪstɪk əbaʊt ,sʌmθɪŋ/	optimistisch, zuversichtlich wegen etw. optimistisch sein	We are optimistic about the future.
origin (n)	/'ɒrɪdʒɪn/	Ursprung	The origin of the spring water will be in small print.
plant (n)	/'plɑ:nt/	Werk, Betriebsstätte, (Fabrik-)Anlage	A fire broke out at the Cristal Malvern bottling plant yesterday and completely destroyed the factory.
post (n) continue in a post	/pəʊst/ /kən'tɪnju: ɪn ə pəʊst/	Stelle, Funktion eine Stelle (bei-)behalten	Workers involved in sales and marketing continued in their posts .
process (n)	/'prəʊses/	Prozess	A new plant with modern processes will require fewer workers.
product (n)	/'prɒdʌkt/	Produkt	Because of the nature of our product , we can't just move to another location.
production (n) continue production start production	/prə'dʌkʃən/ /kən'tɪnju: prə'dʌkʃən/ /stɑ:t prə'dʌkʃən/	Produktion mit der Produktion fortfahren mit der Produktion beginnen	A big investment was required to continue production . We won't be able to start production again for a very long time.
public relations officer (n)	/'pʌblɪk rɪ'leɪʃənz ɒfɪsə/	Leiter Öffentlichkeits- arbeit/PR	The public relations officer stated that the workforce was the company's main priority.
rather than ... (adv)	/'rɑ:ðə ðæn/	lieber als	If people drink water from bottles rather than taps, it is a triumph of marketers.

rebuild (v) be rebuilt	/ri:'bɪld/ /bi: ri:'bɪlt/	umbauen umgebaut werden	The major concern is to lose as few customers as possible while the factory is rebuilt .
reconstruct (v)	/ri:kən'strʌkt/	wieder aufbauen	We are desperate to reconstruct the business.
reconstruction (n)	/ri:kən'strʌkʃən/	Wiederaufbau	The company was able to continue its commercial activity during the period of reconstruction .
recover (v)	/rɪ'kʌvə/	sich erholen	Sales have quickly recovered and continue to grow.
redundancy (n) redundancy notice	/rɪ'dʌndənsi/ /rɪ'dʌndənsi nəʊtɪs/	Entlassung, Kündigung Kündigungsschreiben	Some temporary/permanent redundancies will have to be negotiated. The workforce was informed this morning that redundancy notices will be served.
redundant (adj) make sb redundant	/rɪ'dʌndənt/ /meɪk ˌsʌmbədi rɪ'dʌndənt/	arbeitslos jdn. entlassen	The company management will try not to make too many workers redundant .
renew (v)	/rɪ'nju:/	erneuern, wiederaufnehmen	Eighteen months later the company has been able to renew its activity in a new installation.
responsibility (n)	/rɪs,pɒnsɪ'bɪlɪtɪ/	Verantwortung	The Managing Director expressed a genuine concern and responsibility for his workforce.
retirement (n) early retirement	/rɪ'taɪəmənt//	Ruhestand vorgezogener Ruhestand	We can lose some people through early retirement .
rumour (n)	/'ru:mə/	Gerücht	I've heard a rumour about the company being forced to close.
sales (n pl) sales and marketing	/seɪlz/ /ˌseɪlz ənd 'mɑ:kɪtɪŋ/	Absatz, Verkauf, Vertrieb Verkauf/Vertrieb und Marketing	Sales have increased over the last few years. Workers involved in sales and marketing continued in their posts.

salvage (v)	/ˈsælˌvɪdʒ/	retten	We are still waiting to see if anything can be salvaged .
serve (v)	/sɜːv/	(hier:) aussprechen, versenden	The workforce was informed this morning that redundancy notices will be served .
shareholder (n)	/ˈʃeəhəʊldə/	Anteilseigner, Gesell- schafter	Although there are other shareholders , your family still has control.
small print (n) be in small print	/ˈsmɔːl prɪnt/ /biː ɪn ˈsmɔːl prɪnt/	das Kleingedruckte im Kleingedruckten	The origin of the spring water will be in small print .
source (n)	/sɔːs/	Quelle	According to company sources , the cause of the fire is unknown.
subsidy (n)	/ˈsʌbsədi/	Subvention, Zuschuss	The insurance money and other subsidies will cover most of the cost of modernising.
triumph (n)	/ˈtraɪʌmf/	Triumph	If people drink water from bottles rather than taps, it is a triumph of marketers.
union (n) union representative/ spokesman	/ˈjuːnjən/ /ˈjuːnjən reprəˈzentətɪv/ˈspəʊksmən/	(hier:) Gewerkschaft Gewerkschaftssprecher/in	A union spokesman says the fire is a tragedy for the local community.
viable (adj)	/ˈvaɪəbəl/	praktikabel, durchführbar	Transporting the water to other plants is not viable due to the costs.
vital (adj)	/ˈvaɪtəl/	entscheidend, lebensnotwendig	It was vital for the Insalus brand to maintain a market presence.
workforce (n)	/ˈwɜːk f ɔːs/	Belegschaft, Mitarbeiter	The workforce was informed this morning that redundancy notices will be served.