

## Case Study: Cristal Malvern

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

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

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

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

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

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

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