

German	English
Abteilung	department, dept. (abbrev.)
Abteilungsleiter	head of department
Alleinstellungsmerkmale	USPs, unique selling points
Analyse	analysis
Anforderungsaufnahme	identifying requirements, identification of requirements
Anforderungsmanagement	requirements management
Angebot	quotation, quote; offering; supply (~ and demand)
Angestellte	employees; (female) employee
Angestellter	(male) employee
Ansatz (= Vorgehensweise)	approach
Ansprechpartner	contact
Arbeitskräfte	labour, manpower; workforce; workers; employees
Aufgabe	task
Aufsichtsrat	supervisory board
Auftrag	job; assignment; task
ausgliedern (einen Firmenbereich ~)	hive off, spin off (US term)
befördern	promote
Beförderung	promotion
Belegschaft	workforce; staff, personnel
beraten	advise, provide/give advice
Berater	(professional) consultant; adviser
Beratung	advisory services; consultation (with s.o.); consultancy; guidance
Beratungsfirma	firm of consultants, consultancy
Beratungstätigkeit	consulting work
besetzen (eine Stelle ~)	fill a vacancy/position
Bestandsaufnahme	taking stock of sth. (e.g. ~ a situation in a firm)
Beteiligte	people involved, those involved
Betrieb	company, firm; works; factory; plant
Betriebsrat	workers' representative, shop steward
bewerben, sich (um eine Stelle)	apply (for a job)
Bewerber	applicant
bewerten	assess, evaluate
Bewertung	assessment, evaluation
Beziehung (zum Kunden)	relationship (to the customer)
Bonus	bonus
Branche	sector, industry; field
Branchenkompetenz	industry expertise
Branchenwissen	knowledge of a sector, knowledge of sector, industry knowledge
Budget	budget
Buyout	buyout
CRM	CRM (= customer relationship management)
delegieren	delegate
demotivieren	demotivate
Dienstleister	company (providing a service); supplier
Dienstleistung	service
Dienstleistungen	services
effektiv	effective; effectively
effizient	efficient; efficiently
einstellen (Personal ~)	take on, employ, recruit (staff)

Net: www.ampertrans.de

emotional	emotional(ly)
Engagement	determination; dedication, commitment
engagiert sein	be dedicated
entlassen (Personal ~)	make redundant, sack, lay off; fire (colloq.)
Entlassungen	lay-offs
Entscheidungssträger	decision-maker(s)
entwickeln, sich (in etw.)	develop (into sth.)
Entwicklung	development; evolvement
Erfolg	success
Erfolgsfaktoren	success factors
Erfolgskontrolle	way of measuring (a firm's) success
erwarten	expect
Erwartungen	expectations
erzielen	attain, get
etablieren	establish
expandieren	expand
Expansion	expansion
Fachwissen	expertise, technical knowledge, specialist knowledge
Fähigkeit	ability, capability
Fallstudie	case study
Fertigkeiten	skills
Firma	firm, company; business
Firmenbereich	part of the company; division
Firmengründer	founder of the company
Firmengruppe	group (of companies)
fördern	promote; encourage
Franchise	franchise
Franchisenehmer	franchisee
Führung	management; leadership
Führungskraft	manager
Führungsqualitäten	leadership qualities; leadership skills
Gesamtverantwortung	overall responsibility
Geschäft	business; shop
Geschäftsbereich	business unit, division
Geschäftsführer	manager; managing director (of a large firm)
Geschäftsführung	management; leadership; (the) management
Geschäftsinhaber	owner (of the firm)
Geschäftsleiter	manager
Geschäftsleitung	management board
Geschäftsplan	business plan
Geschäftsprozess	business process
Gesellschaft	company, firm; society
Gesellschafter	owner, partner
Gewinn	profit, earnings
gründen (eine Firma ~)	found, set up (a company)
Gründer	founder
Grundprinzip	basic principle, fundamental principle
Gruppe (> Firmengruppe)	group, group of companies; Group
Hauptsitz	headquarters
herausfordern	challenge
Herausforderung	challenge

Net: www.ampertrans.de

Hürde	hurdle
Ideenfindung	generation of ideas
Inhaber	owner, proprietor
Ist-Stand	current situation
Kennzahlen (über eine Firma)	facts and figures (about a company)
Kernaufgabe	main task, main activity
Kerngeschäft	main line of business
Kernkompetenzen	core competencies, main areas of competence
Knotenpunkt	node, nodal point; hub
Know-how	know-how, knowledge, expertise
Kollege	colleague
Kommunikationskanäle	communications channels
kompetent	competent
Kompetenz	competence
Kompetenzen	areas of competence
Können	ability, capability
konsolidieren	consolidate, strengthen
Konsolidierung	consolidation, strengthening
Konzept	plan; (psychological/mental) concept; strategy
Konzern	group (of companies)
Kunde	client (of a lawyer, solicitor, tax consultant, etc.); customer
Kundenanfrage	customer enquiry, enquiry from a customer
Kundenbeziehung	relationship to the customer
	customer loyalty; way(s) of keeping customers; ties with customers;
Kundenbindung	customer retention
Kundenbindungsmanagement	customer loyalty management
Kundenbindungsprogramm	customer loyalty scheme
Kundendienst	customer service, customer care
Kundeninteraktion	customer interaction
Kundenwert	customer value, value of a customer
Kundenwissen (= Wissen über Kunden)	knowledge about (one's) customers
Kundenzufriedenheit	customer satisfaction
	performance; output; service; accomplishment, achievement, feat;
Leistung	benefits (that a company can offer you)
Leiter	manager (of a company), head (of a dept.), leader (of a project)
Lieferant	supplier
Lieferkette	supply chain
Logistik	logistics
logistisch	logistic, logistical
Logo	logo, logotype
Managementberatung	management consultancy, management consultants
Marke	brand; trademark
Markenwert	brand value, value of a brand
Marketing	Marketing (department)
Markt	market
Marktanteil	market share, share of the market
Markteinführung	market launch, market entry
Marktwert	market value
Maßnahme	measure, activity
Mehrwert	added value, extra value

Net: www.ampertrans.de

Misserfolg	failure
Mitarbeiter	employee(s)
Mitglied des Aufsichtsrats	member of the supervisory board
Mitgründer	co-founder
Mittel	means (e.g. a ~; financial ~)
Moderation (z. B. ~ einer Workshop)	chairing (e.g. chairing a workshop)
moderieren	chair (a meeting/workshop/panel)
modifizieren	modify
Modifizierung	modification
Motivation	motivation
motivieren	motivate
Muttergesellschaft	holding, parent company
Nachfrage	demand
nachhaltig	on a long-term basis, permanently; sustainable
Nachhaltigkeit	sustainability
Nachteil	disadvantage; downside
Neuausrichtung	re-alignment
Nischenmarkt	niche market
Niederlassung	branch, branch office
notwendig	necessary, expedient
optimieren	optimise
Optimierung	optimisation
Organisation	organisation
Organisationsstruktur	organisational structure
outsourcen	outsource
Personabteilung	HR department, personnel department
Personal	personnel, staff, employees
Personalberater	executive search consultant, personnel consultant
Personalberatung	executive search firm; human resources consultancy, personnel consultancy
Plan	plan, concept; scheme
Position	position
Positionierung	positioning, position
Posten	post, position (= job)
Programm	programme; scheme
Projekt	project
Projektmanagement	project management
Prozedur	procedure
Prozess	process
Prozessmanagement	process management
Qualität	quality
Qualitätskontrolle	quality control
Qualitätsmanagement, QM	quality management, QM
Qualitätsmerkmale	marks of quality
Qualitätssicherung, QS	quality assurance, QA
Rabatt	discount
realisieren	create; implement; achieve; make (sth.) become reality
Realisierung	implementation; creation
Ressourcen	resources
Ruf (~ einer Firma)	reputation (of a company)
sachlich	objective(ly)

Net: www.ampertrans.de

Sanierung	restructuring
schulen	train
Schulung	training session; training course
Schwierigkeiten	difficulties; difficulty
Service	customer service, customer care
Soll-Stand	desired situation, ideal situation
Spielraum	room for manoeuvre
Stelle (= Job)	job, post, position
steuern	control, manage
straff	lean, streamlined (e.g. processes)
straffen	streamline
Strategie	strategy
strategisch	strategic; strategically
Tochtergesellschaft, Tochterunternehmen, Tochter	subsidiary, affiliate (US term)
Übernahme	takeover
übernehmen	take over
überwachen	monitor, keep an eye on (sth.)
Umbau	re-organisation, restructuring
umbauen	re-organise, restructure
Umfang	scope (e.g. ~ of a project)
Umsatz, Umsätze	revenue, turnover
umsetzen	implement; turn (sth.) into reality; put into practice
Umsetzung	implementation
Umstrukturierung	re-organisation
Unternehmen	company, firm; enterprise, corporation (large), business
Unternehmensberatung	management consultancy, management consultants
Unternehmensgruppe	group of companies
Unternehmensprofil	company profile, company's profile
Unternehmer	entrepreneur, businessman; industrialist; employer
unzufrieden	dissatisfied
Unzufriedenheit	dissatisfaction
verändern	change, alter
Veränderungen	changes, alterations
Veränderungsmanagement	change management
verantworten	take responsibility (for sth.)
verantwortlich	responsible; in charge
Verantwortliche(r)	person in charge
Verantwortung	responsibility
Verbraucher	consumer(s)
vereinfachen	simplify
Verfahren	process; procedure, method; technique
Vermarktung	marketing
Vertrieb	sales; Sales (department)
Voraussetzung	prerequisite, precondition, basic condition
Vorgehensweise	approach, way of going about sth.
Vorteil	advantage, benefit; upside
wachsen	grow, develop; evolve
Wachstum	growth
Werbemittel	advertising media; budget for advertising
Werbung	advertising

Net: www.ampertrans.de

Wettbewerb	competition
Wettbewerber	competitor(s), rival(s)
wettbewerbsfähig	competitive
Wirtschaft	economy
wirtschaftlich	economic; economically
Wirtschaftsplan	business plan
Workshop	workshop
Ziel	target, objective, aim, goal; destination
Zielgruppe	target group
Zielsetzung	objective, aim, goal
	agreement on (a person's or team's) objectives, fixing achievement
Zielvereinbarung	targets
Zufriedenheit	satisfaction
Zweck	purpose, end