

III Die Leistungserstellung im Unternehmen

Let's have a look at the production process in a company.



Give at least three examples for input factors needed for the production process in a company.

**procurement**  
Beschaffung

**storage**  
Lager

**to concern**  
sich mit etwas befassen

**loan**  
Kredit



**Going international**

Now let's use the basics of the chapter "Betriebliche Leistungserstellung" in English!

**Exercise 1**

The production process in the company always follows the same pattern. Fill in the words from the box.

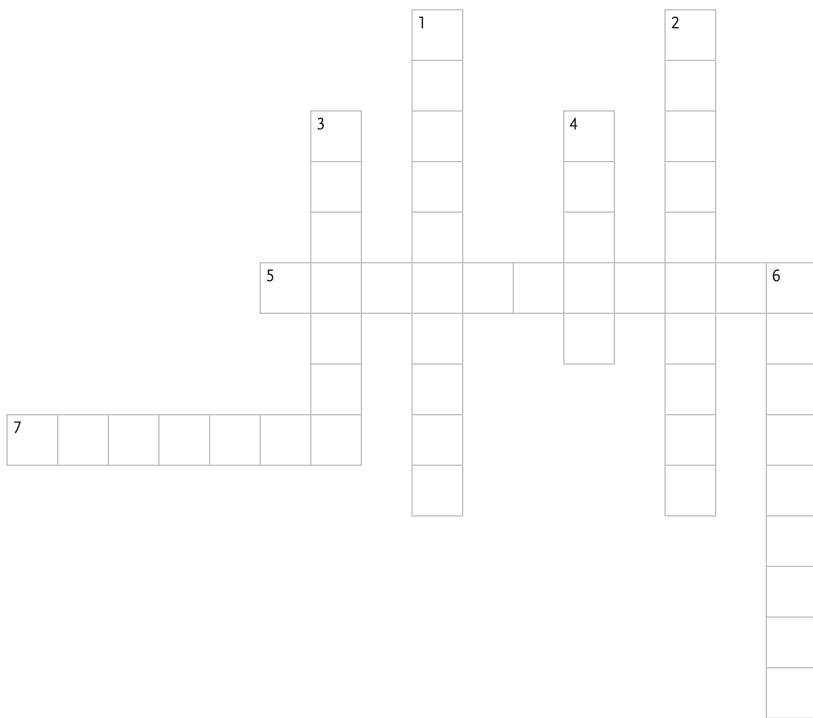
transformation process ➡ input ➡ output



**Exercise 2**

Complete the crossword puzzle concerning the functional activities of a company with the words from the box.

management ➡ procurement ➡ sales ➡ finance  
➡ storage ➡ production ➡ transport



- 1 This function turns raw materials into finished goods.
- 2 This includes all leading tasks in a company.
- 3 This function takes care of all materials in stock.
- 4 This function focuses on selling the products to customers.
- 5 This function is concerned with obtaining important resources, such as raw materials.
- 6 This function takes care of the delivery of goods.
- 7 This function is responsible for granting loans and making investments.

## IV Marketing



Eine gute Marketing-strategie stellt meine Kundenbedürfnisse in den Mittelpunkt!



Meine Follower warten auf ein neues Video von mir. Marketing ist ohne Social Media undenkbar geworden!

- Sie finden
- Der Kunde im Mittelpunkt/  
Seite 120
  - Marktforschung als Marketing-Grundlage/  
Seite 135
  - Instrumente des Marketings/  
Seite 152