

Termau Busnes



Business Terms

Cymraeg - Saesneg

adborth cwsmeriaid – customer feedback
adennill costau – break even
anghenion cwsmeriaid – customer needs
amcan(ion) – objective(s)
amgylchedd(au) – environment
arloesedd – innovation
atebolrwydd – liability
atebolrwydd cyfyngedig – limited liability
atebolrwydd llawn – unlimited liability
brand(iau) – brand(s)
brandio – brand
breiniwr/breinwyr – franchisor(s)
budd/buddion – benefit(s)
buddran(nau) cyfranddalwyr – shareholder dividend(s)
busnes(au) – business
cludiant/cludiannau – transport(s)
cofnod(ion) ariannol – financial record(s)
colled(ion) – loss(es)
corfforedig – incorporated
cost(au) – cost(s)
cwmni cyfyngedig preifat – private limited company
cwmni/cwmnïau – company/companies
cwmni/cwmnïau cyfyngedig – limited company/companies
cwmni/cwmnïau cyfyngedig cyhoeddus – public limited company/companies
cwsmer(iaid) – customer(s)
cyd-ddibyniaeth – interdependence
cydosodiad(au) – assembly/assemblies
cyfalaf – capital
cyfathrebu – communication
cyfnewidfa/cyfnewidfeydd stoc – stock exchange(s)
cyfran marchnad – market share
cyfran(nau) – share(s)
cyfranddaliwr/cyfranddalwyr – shareholder(s)
cylchred oes – life cycle
cyllid – finance
cymhelliant – motivation
cymysgedd marchnata – marketing mix
cynllun(iau) busnes – business plan(s)
cynllun(iau) marchnata – marketing plan(s)
cynnyrch/cynhyrchion – product(s)
cystadleuaeth(au) – competition(s)
cystadleuol – competitive
cystadleuydd/cystadleuwyr – competitor(s)
dadansoddiad o'r farchnad – market analysis
darbodion maint – economies of scale
data ansoddol – qualitative data
data meintiol – quantitative data
defnydd pacio – packaging
defnyddiwr/defnyddwyr – consumer(s)
deiliad braint/deiliaid braint – franchisee(s)
delwedd(au) brand – brand image(s)

deunyddiau crai – raw materials
diwydiant/diwydiannau – industry/industries
dosbarthiad – distribution
dull(iau) cynhyrchu – production method(s)
dyfeisio – invention
economi/economïau – economy/economies
echdyniad(au) – extraction(s)
ehangiad(au) – expansion(s)
ehangu – expansion
elw – profit
entrepreneur(iaid) – entrepreneur(s)
enw(au) brand – brand name(s)
gwahaniaethu rhwng cynnyrch – product differentiation
gwasanaeth(au) – service(s)
gwasanaeth(au) i gwsmeriaid – customer service(s)
gwerth(oedd) – value
hawlfraint – copyright
hunangyflogedig – self-employed
hyrwyddo – promotion
hysbysebu – advertise
hysbysebu – advertising
isfarchnad(oedd) – submarket(s)
lleoliad(au) – location(s)
llif(oedd) arian – cash flow
marchnad(oedd) – market(s)
marchnad(oedd) c/gystadleuol – competitive market(s)
marchnad(oedd) stoc – stock market(s)
marchnata – marketing
masnachfraint/masnachfreintiau – franchise(s)
masnachol – commercial
meddwl awyr las – blue-sky thinking
meddwl creadigol – creative thinking
menter/mentrau – enterprise(s)
methiant/methiannau busnes – business failure(s)
moeseg – ethics
monopol(iau) – monopoly/monopolies
nod(au) masnach – trademark
nwyddau – goods
nwyddau brand – branded goods
partneriaeth(au) – partnership(s)
patent – patent
perchennog/perchenogion – owner(s)
perchennaeth – ownership
perchennaeth gyfreithiol – legal ownership
pris gwerthu – selling price(s)
pris(iau) – price(s)
refeniw(iau) – revenue(s)
risg(iau) – risk(s)
rhanddeiliad/rhanddeiliaid – stakeholder(s)
rheoli ansawdd – quality control
rheoli stoc – stock control
segment o'r farchnad – market segment
segmentiad y farchnad – market segmentation

staff – staff

strategaeth(au) marchnata – marketing strategy/strategies

twf – growth

unig fasnachwr – sole trader

ychwanegu gwerth – add value

ymchwil i farchnata – marketing research

ymchwil marchnata – market research

ystod cynnyrch – product range

Saesneg – Cymraeg

add value – ychwanegu gwerth
advertise – hysbysebu
advertising – hysbysebu
assembly/assemblies – cydosodiad(au)
benefit(s) – budd/buddion
blue-sky thinking – meddwl awyr las
brand – brandio
brand(s) – brand(iau)
brand image(s) – delwedd(au) brand
brand name(s) – enw(au) brand
branded goods nwyddau brand
break even – adennill costau
business – busnes(au)
business failure(s) – methiant/methiannau busnes
business plan(s) – cynllun(iau) busnes
capital – cyfalaf
cash flow – llif(oedd) arian
commercial – masnachol
communication – cyfathrebu
company/companies – cwmni/cwmnïau
competition(s) – cystadleuaeth(au)
competitive – cystadleuol
competitive market(s) – marchnad(oedd) c/gystadleuol
competitor(s) – cystadleuydd/cystadleuwyr
consumer(s) – defnyddiwr/defnyddwyr
copyright – hawlfraint
cost(s) – cost(au)
creative thinking – meddwl creadigol
customer(s) – cwsmer(iaid)
customer feedback – adborth cwsmeriaid
customer needs – anghenion cwsmeriaid
customer service(s) – gwasanaeth(au) i gwsmeriaid
distribution – dosbarthiad
economies of scale – darbodion maint
economy/economies – economi/economïau
enterprise(s) – menter/mentrau
entrepreneur(s) – entrepreneur(iaid)
environment – amgylchedd(au)
ethics – moeseg
expansion(s) – ehangiad(au)
expansion – ehangu
extraction(s) – echdyniad(au)
finance – cyllid
financial record(s) – cofnod(ion) ariannol
franchise(s) – masnachfrait/masnachfreintiau
franchisee(s) – deiliad braint/deiliaid braint
franchisor(s) – breiniwr/breinwyr
goods – nwyddau
growth – twf
incorporated – corfforedig
industry/industries – diwydiant/diwydiannau

Darperir y termau gan Y Termiadur Addysg, Prifysgol Bangor

Lois Roberts, Coleg y Cymoedd, Hydref 2016

innovation – arloesedd
interdependence – cyd-ddibyniaeth
invention – dyfeisio
legal ownership – perchenogaeth gyfreithiol
liability – atebolrwydd
life cycle – cylchred oes
limited company/companies – cwmni/cwmnïau cyfyngedig
limited liability – atebolrwydd cyfyngedig
location(s) – lleoliad(au)
loss(es) – colled(ion)
market(s) – marchnad(oedd)
market analysis – dadansoddiad o'r farchnad
market research – ymchwil marchnata
market segment – segment o'r farchnad
market segmentation – segmentiad y farchnad
market share – cyfran marchnad
marketing – marchnata
marketing mix – cymysgedd marchnata
marketing plan(s) – cynllun(iau) marchnata
marketing research – ymchwil i farchnata
marketing strategy/strategies – strategaeth(au) marchnata
monopoly/monopolies – monopol(iau)
motivation – cymhelliant
objective(s) – amcan(ion)
owner(s) – perchennog/perchenogion
ownership – perchenogaeth
packaging – defnydd pacio
partnership(s) – partneriaeth(au)
patent – patent
price(s) – pris(iau)
private limited company – cwmni cyfyngedig preifat
product(s) – cynnyrch/cynhyrchion
product differentiation – gwahaniaethu rhwng cynnyrch
product range – ystod cynnyrch
production method(s) – dull(iau) cynhyrchu
profit – elw
promotion – hyrwyddo
public limited company/companies – cwmni/cwmnïau cyfyngedig cyhoeddus
qualitative data – data ansoddol
quality control – rheoli ansawdd
quantitative data – data meintiol
raw materials – deunyddiau crai
revenue(s) – refeniw(iau)
risk(s) – risg(iau)
self-employed – hunangyflogedig
selling price(s) – pris gwerthu
service(s) – gwasanaeth(au)
share(s) – cyfran(nau)
shareholder(s) – cyfranddaliwr/cyfranddalwyr
shareholder dividend(s) – buddran(nau) cyfranddalwyr
sole trader – unig fasnachwr
staff – staff
stakeholder(s) – rhanddeiliad/rhanddeiliaid

stock control – rheoli stoc
stock exchange(s) – cyfnewidfa/cyfnewidfeydd stoc
stock market(s) – marchnad(oedd) stoc
submarket(s) – isfarchnad(oedd)
trademark – nod(au) masnach
transport(s) – cludiant/cludiannau
unlimited liability – atebolrwydd llawn
value – gwerth(oedd)