

COMPANY PROFILE



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Expectations ...

A good quality translation is as important to your business as any copy you may have invested in to promote, motivate, encourage, and convince your audience to engage with your business. For your global business to succeed, you must reach out to your customers and effectively communicate your message. This is a global audience made up of people speaking various languages. This is where the value of translation in business is realised.

As a business owner, you may wish to establish a presence in the international market. After all, it is one of the most certain ways to gain global customers and increase your company's revenue. To expand globally, however, you will need understandable content that your customers can relate to.

It should be noted that translation is more than just changing words. It also includes broader concepts like culture and context. As a result, hiring professional translation services for your company's global expansion becomes critical.

Concerns ...

When selecting a translation service, consider the following concerns: dependability, confidentiality, timeliness, and cost.

Reliability means that you should be able to rely on the translation. You must be able to rely on the translation as a reliable foundation for future action, in the sense that your willingness to base future action on an assumed relationship between the original and the translation will not fail due to the translation.

Because of the critical role that confidential information plays in maintaining your company's competitiveness and success, confidentiality of your information should be of the utmost importance to your business. It is also necessary to ensure the confidentiality of your company's trade secrets.

Finally, each translation project has a budgeted cost that is frequently "as low as possible" in order to maximise your marketing return on investment.



Who We are ...

With a little more than four decades of experience as translation providers, we have accumulated knowledge that can address the issues and concerns that your business may have when purchasing translation services. With the assistance of our qualified and experienced translators and the support of our project manager, who holds a Diploma in Translation from and is a member of the UK's prestigious Institute of Chartered Linguists, the UK's most supreme authority on matters of linguistics, we will help eliminate the concerns that face your business.

Our professional expertise is supported by technological tools that enable us to provide you with the best solutions to help us meet your expectations.



Qualification



Experience



Decoration

How We Can Help ...

The production of a reliable and trustworthy translation begins with the translation manager's selection of the translator whose experience, knowledge, and mother tongue are relevant to the subject matter of the source text. The translator's qualifications, linguistic and technical skills, references, and experience are critical for producing high-quality translations. It is also critical that translators translate into their mother tongue in order to produce a streamlined text. The quality of our service is almost entirely dependent on the quality of translation provided by our translators. And, in order to do so, the translator must determine the message content of the source text, the primary effects of this source text, the audience it is aimed at, the functions and intended audience of the translation, and the implications of all of the above factors combined. Only then can the translator produce a translation that truly, accurately, and completely conveys your intended message.



It is paramount to our business that the translation be completed as described above, but it is also critical that we protect any information you have shared with us.



Reliability



Confidentiality



Timeliness



***“We provide your company
with the translation
it needs to create
communication that
reflects your company’s
vision and goals.”***

How We Can Help ...

Confidentiality is important because it helps us build trust. This allows information to flow internally among our employees and externally with our clients, ensuring that all personal data is properly stored and used. Sharing your information not only violates your right to privacy, but it also undermines your trust and confidence in our services. All of our employees are bound by non-disclosure and confidentiality agreements.

Timeliness is just as important as dependability and confidentiality. It goes without saying that keeping customers satisfied requires prompt customer service.

No matter how good our company's service is, losing customers' time due to a lack of information or a lag in customer service responsiveness can be detrimental to long-term loyalty. Furthermore, timeliness can be the deciding factor in time-sensitive business transactions.



The Plan ...

Everything that ends well must begin with a plan and be followed by management of the plan's execution. Requests for quotations are typically received from local and international organisations in a variety of industries, including legal services, financial services, technology, manufacturing, travel, and retailing.

A quotation requires a thorough examination of the source material, as well as consideration of the source and target languages, as well as any relevant information, requirements, or glossaries. Following quotation approval, the translation manager must determine the best method for carrying out the new translation project and which translator should be assigned to this project. The translator is chosen based on his or her experience and background.

Other considerations for the translation manager include the deadline, cost, and level of quality that you require. All of the information presented above is critical in making the best routing decisions.

After the translator is finished, a proof-reader is assigned, and the final translation is delivered to the customer in the required form or format.



What is at stake ...

The process was designed to minimise any interference that could disrupt the translator's performance. There are hundreds of ways a translation project can go wrong: unreasonable deadlines, ambiguities in the source text exacerbated by the translator's failure to ask questions, misapplied machine translation, no proofreading of typeset text by a native speaker, blissful ignorance of an overconfident translator working in a vacuum, poor coordination of large projects, poor cheap freelance translation, poor expensive freelance translation, poor cheap translation company, poor expository translation

Following the guidelines in this profile will increase your chances of getting a good translation.





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