



Translation & creation of business materials in Japanese

My goal is not to translate just your business materials, but to give its content a new life so that you and your potential Japanese clients will be fully satisfied.

International clients have different purposes for requesting me translation service of materials such as booklets, Internet sites, catalogs, commercial correspondence, etc. but the common point among them is that they need the support for establishing a contact with Japan. I provide not only traditional translation, but also transcreation (creative translation) which adapts or recreates the content for a given target market. But my working method is more concrete. I pay a special attention to the details of documents - phrases, paragraph orders, layout (quantity, size and position of pictures or images), etc. I create a tailored content which will fully satisfy the taste of the Japanese.

The correctness of the translation is a minimum condition, but the understanding of the characteristics of the Japanese market will be more invaluable.

Regardless of the volume of a document, I will provide my service within your maximum budget and guarantee the most appropriate content. Furthermore, I will check constantly the completed translation; in case I find parts which need to be modified, I improve the content without additional charges changing and/or adding some phrases and images.

Why do I work in this way?

- Translated content reflects the model of your original document.
- Positive or negative impression of consumers about the content depend on the local culture.
- Layout of the translated materials must be adapted to the standard of the target market.
- Those who need translation service aim to consolidate their own permanent presence on the international markets. Translated documents should not be used only for a temporary contact, but on a longer time scale.

I help companies as a consultant to approach the Japanese market, which differs from translation-interpreting agencies which provide only language support.

The process of quotation and proposal will be:

1. Receipt of your document in English and making an estimate.
2. Quotation analysis with you and definition of your goals and maximum budget.
3. Analysis of your document: making more options for each quotation.
4. Exchange of ideas about the content and the fees.
5. Beginning of the project in case of agreement and confirmation.



Translation rates (from English into Japanese): **0,1 €** per word.

Minimum charge **20 €** for less than 200 words.

Example: Translate a website with the content below:

About us (500 words), Products (500 words), Product sheets (1500 words).

1. Calculation of standard quotation: **2500 words x 0,1 € = 250 €**
2. Talking with you: your maximum budget 200€.
3. Recreating the content and adaptation to the standard of Japanese taking into account your budget. Showing some optional models.

Model 1: About us (300 words), Products (300 words), Product sheets (1000 words):

1600 words x 0,1 € = 160 €

Model 2: About us (200 words), Products (250 words), Product sheets (800 words):

1250 words x 0,1 € = 125 €

Model 3: About us (200 words), Products (200 words), Product sheets (600 words):

1000 words x 0,1 € = 100 €

4. Exchange of ideas about the content and calculation of the final quotation.
5. Beginning of the project in case of agreement and confirmation.

Translated materials give the first impression, but also represents your business card.

The perfect lasting quality must be guaranteed to give a positive impact to every potential client and consumers. I accomplish this performance with a deep understanding of the expectations of Japanese companies and consumers and well-developed skills gained through my experience as a consultant and a translator.