Importance of Translation for Business

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# Introduction

Language and communicating is one of the integral parts of the way businesses are being carried out. With the advent of the globalization, every business these days have to make sure that they take into account the sensibility of the country in which they are working and based on that they have to come up with the appropriate strategy at the given point of time (Chidlow et al, 2017). The translation has revolutionized and eased out that process to an extent (Chidlow et al, 2017). In this paper, specifically it is going to be looked at how the industrial manufacturing makes usage of the translation technology and how the business functions are affected by it. It has to be noted that even for an industrial organization, it is integral that they integrate and use translation for the promotion and branding so that the business is able to penetrate in the given target market (Chidlow et al, 2017).

# Discussion

There are many aspects of the translation that are important when one talks about the way underlying its importance to the different business functions. Some of these aspects are as followed.

# Culture

For an industrial organization, the first thing that they have to done is that how they are going to find the labour force in that country and making sure that during the course of the production, the particulars of the way whole manufacturing process is being talked about in the right manner (Steyaert & Janssens, 2017). Then there is understanding about how the handling of the resources specially the personnel are supposed to be done (Chidlow et al, 2017). People who are well equipped in the language are more likely to ensure that they are providing the right set of services to the given client base at the given point of time (Chidlow et al, 2017).

# Local Strategy

When the branding and promotion of the goods and services is being carried out, it is very important to make sure that some basic understanding is developed about how the product is going to integrate into the market at the given point of time (Bontis et al, 2016). In order to do that, the organization has to make sure that they are coming up with the right business strategy in terms of how the penetration towards the local population base is going to be done at the given point of time (Bontis et al, 2016). The other major aspect that is very important in the given situation is to ensure that the local strategy is being developed in the manner that allows long term integration of all the stakeholders to be done in an appropriate manner to say the least (Bontis et al, 2016). The translation tends to make sure that the local populace is able to grasp the technological and the particulars of the product in an appropriate manner to say the least. It is one of the pressing advantages that the business has at any given moment of time (Bontis et al, 2016).

# Branding

Even though translation is important, at times, something that is specialized as branding needs some sort of complete understanding of how the local language is supposed to work. Merely translating something from the parent language is not something that is going to be appreciated at any given point of time (Bontis et al, 2016). The importance of the translation is being diluted in this case due to the way at times the essence of the message is being lost when translation of the message is being carried out (Bontis et al, 2016).

# Translation for the Project Manager

For the project manager, it is integral that they have to make sure that the quality control standards that are being implemented in the parent country are being implemented in the appropriate manner at the given point of time (Bontis et al, 2016). In order for that to happen, one of the key things that the organization has to do is to make sure that they are covering all the aspects of the way particular of the project is supposed to be working out (Bontis et al, 2016). They are product manuals, QA documents and some other documents that are legal in nature or are related to the compliance and thus it is very important for the project manager to make sure that they are translating and capturing the whole essence of the requirement of the documents when translation of a particular charter is being carried out (Bontis et al, 2016). It can be seen other than the marketing side and the promotion of the business, translation is something that is very critical for the long-term success of the business (Chidlow et al, 2017).

# Conclusion

In the hindsight, it can be said that the translation plays an important part when it comes to making sure that the particulars of the business are being meted out in the right manner (Chidlow et al, 2017). Not only it has become an integral component when it comes to the market penetration, it is also critical when it comes to making sure that the quality control and consistency across the board and nations is being achieved when manufacturing and industrial production is being carried out in other parts of the world (Chidlow et al, 2017). The only area where it is not that much effective is the instance when marketing and brand promotions are supposed to be done (Bontis et al, 2016).

**References**

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