



All-2-All - Translations Worldwide

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Introduction

Who are we?

We are a full service translation company dedicated to solve the language translation needs of large and small clients. Through our project managers, translators, graphic artists we translate accurately any written material into and from the most important languages.

To whom are we useful?

We serve our translation services worldwide to any kind of client:

- Government agencies
- Law firms
- International corporations
- Institutions
- Individuals

Why to be useful?

In a world that is based in communications, more and more people need to communicate in a global way. Web sites, business documents, articles, stories... they should keep the same message in any language as the original. Nowadays more businesses are looking for global expansion, and they need high quality and accurate translations to reach the most successful impact abroad.

How to be useful?

We understand the importance of transmitting a message across language barriers. That is why our employees are equipped with the necessary skills. Each translator working on a project will have advanced expertise regarding the project and also will emphasize proper word choice, and good punctuation and spelling. By using specific methodologies we give our certified translators the perfect framework to achieve success and efficiency all the time.

Our roles

1. Tamara: Chief Brand Officer (Marketing, CR)
2. Guillermo: Chief Administrative Officer (Finances, Projects)
3. Eduardo: Chief Information Officer

The Business Model Canvas

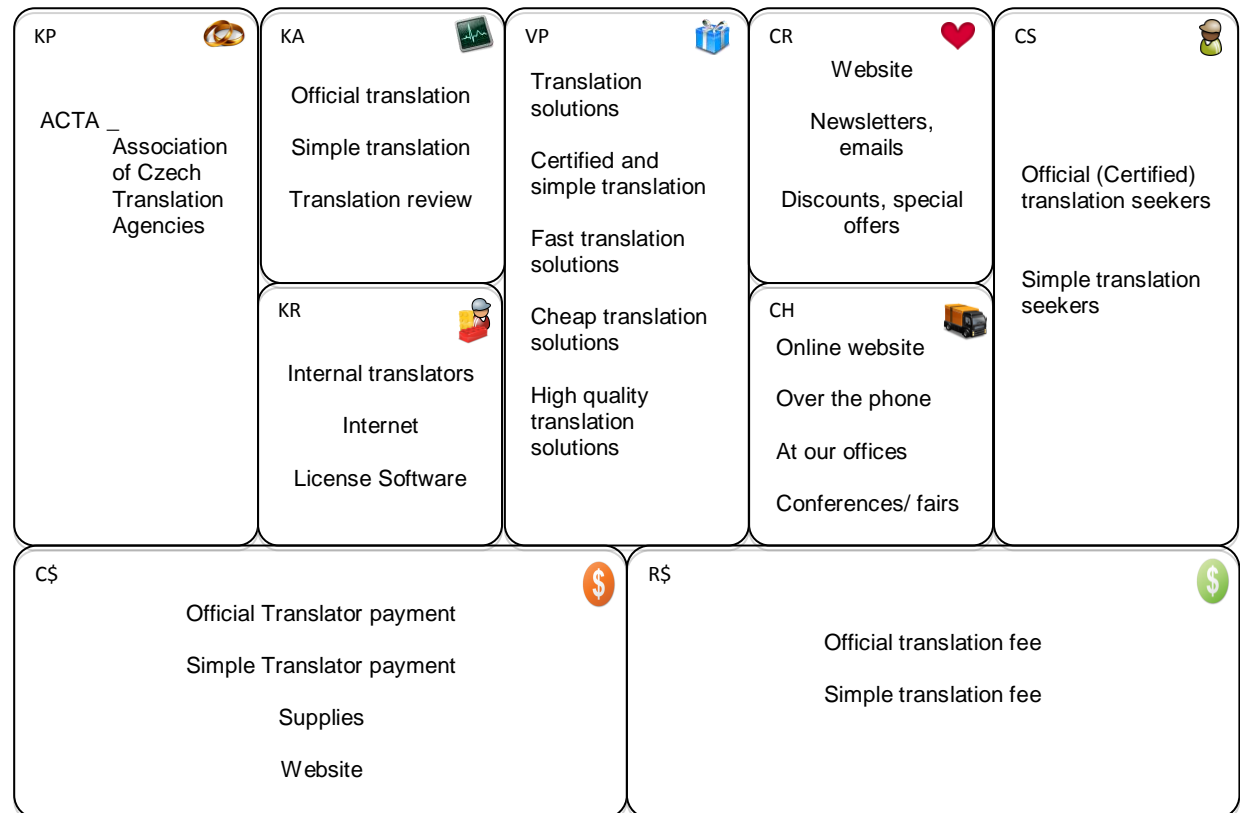


Figure 1: All2All BMC

Key Partners

1. ACTA _ Association of Czech Translation Agencies

Key Suppliers

2. Internet Company
3. Phone Company
4. Office Material provider
5. Hardware/ Software provider
6. External Auditing
7. Water company
8. Furnishing – On demand
9. Catering – On demand
10. Several companies (Bus agencies, Hotels, Airlines) – On demand
11. Printing Houses – On demand



Value Propositions

1. Provide translation solutions from and to most important languages
2. Provide both types of solutions Certified and Non-certified depending on clients' needs
3. Fast translation solutions
4. Cheap translation solutions
5. High quality translation solutions

Customer Relationships

1. Communication
 - Monthly newsletters by email, phone and fax
 - Business cards
 - Holidays greetings
2. Customer service
 - Treat them well
 - Answer/solve problems as soon as possible.
3. Employee training to assure 100% efficiency when dealing with customers
4. Discounts, special offers, prizes ...
5. Offer free products/ services when a customer purchases
6. Fast and on-time delivery of service
7. Be flexible with customers, easy communication and quick problem solving
8. Handle complaints and take negative comments into consideration for future improvements

Customer Segments

1. Official (Certified) translation seekers
2. Simple translation seekers

Distribution Channels

1. Online website
2. Over the phone
3. At our offices
4. Conferences/ fairs ...etc



Key Resources

1. Internal translators
2. Internet
3. Phone
4. Office Material
5. Hardware Material
6. License Software

Cost Structure

Internal Translators

These translators earn 1600 € month

External Translators

Pay for words

Official certified translation at 0.04 € word

Simple translation (not certified): 0.02 € word

Pay for Documents

Document certified translation: 6 €

Document simple translation: 4.5 €

Pay for Reviews

Review (Official certified translation): 0.02 € word

Review (Simple translation): 0.01 € word

Suppliers

O2 Internet Company: 300 €

O2 International Phone Company: 500 €

Officedepot (Office Material provider): 120 €

Hardware/ Software provider: 200 €

EKONOM CHRUDIM, S.R.O (External Auditing): 30€

Suppliers Water, coffee...etc provider: 90 €

Suppliers on demand: Depends on the event



Revenue Streams

List of Prices

1. Rates words

Minimum fee Official certified translation (up to 400 words): 45 €
Additional words Official certified translation at 0.10 € word

Minimum fee simple translation (up to 400 words): 30 €
Additional words Simple translation (not certified): 0.08 € word

2. Rates Documents

Minimum fee document certified translation: 20 €
Minimum fee document simple translation: 15 €

3. Reviews

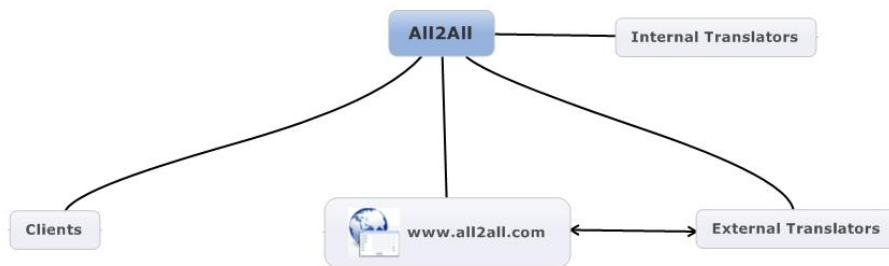
Review (Official certified translation): 65% rate
Review (Simple translation): 45% rate

Payment methods

1. PayPal
2. Moneybookers
3. Credit card (Visa, MasterCard, American Express)
4. Bank Transfer



Processes



Ortoprocesses:

Client Translation:

1. The client contacts All2All in order to get information about their translation services. The client states his needs regarding what he/she needs to translate (type, size...) and asks for an estimate price and time for the translation to be done.
2. All2All makes an estimation of the time that would take having the translation done.
3. All2All contacts the client in order to inform him about the price and how long it will take.
4. The client accepts the estimation, signs an agreement and sends the value to translate to All2All through website, email, messenger...
5. All2All publishes into the system the information about the value to be translated. This information can be seen by all the suitable translators for the job.
6. Any translator interested on it applies through the system.
7. After the time allowed for applying is over, the system assigns the most suitable translator to the value to be translated.
8. The translator has the exact amount of time (days, weeks...) to translate the value.
9. When finished, the translator uploads the translation to the system.
10. The translation is revised by either the internal translators or external translators, depending on each project.
11. A preview of the translation is given to the client.
12. If satisfied, the client receives the whole translation after the payment is done.
13. The client receives a preview of the translation.
14. The client carries out the payment if satisfied.
15. The client receives the translation.



Paraprocesses

- **Accounting¹**

Continuous steps taken throughout the accounting period

1. Identify the transaction or other recognizable event.
2. Prepare the transaction's source document such as a purchase order or invoice.
3. Analyze and classify the transaction. This step involves quantifying the transaction in monetary terms (e.g. dollars and cents), identifying the accounts that are affected and whether those accounts are to be debited or credited.
4. Record the transaction by making entries in the appropriate journal, such as the sales journal, purchase journal, cash receipt or disbursement journal, or the general journal. Such entries are made in chronological order.
5. Post general journal entries to the ledger accounts.

Steps taken at the end of the accounting period

6. Prepare the trial balance to make sure that debits equal credits. The trial balance is a listing of all of the ledger accounts, with debits in the left column and credits in the right column. At this point no adjusting entries have been made. The actual sum of each column is not meaningful; what is important is that the sums be equal. Note that while out-of-balance columns indicate a recording error, balanced columns do not guarantee that there are no errors. For example, not recording a transaction or recording it in the wrong account would not cause an imbalance.
7. Correct any discrepancies in the trial balance. If the columns are not in balance, look for math errors, posting errors, and recording errors. Posting errors include:
 - a. posting of the wrong amount,
 - b. omitting a posting,
 - c. posting in the wrong column, or
 - d. Posting more than once.
8. Prepare adjusting entries to record accrued, deferred, and estimated amounts.
9. Post adjusting entries to the ledger accounts.
10. Prepare the adjusted trial balance. This step is similar to the preparation of the unadjusted trial balance, but this time the adjusting entries are included. Correct any errors that may be found.
11. Prepare the financial statements.
 - * Income statement: prepared from the revenue, expenses, gains, and losses.
 - * Balance sheet: prepared from the assets, liabilities, and equity accounts.
 - * Statement of retained earnings: prepared from net income and dividend information.
 - * Cash flow statement: derived from the other financial statements using either the direct or indirect method.
12. Prepare closing journal entries that close temporary accounts such as revenues, expenses, gains, and losses. These accounts are closed to a temporary income summary account, from which the balance is transferred to the retained earnings account (capital). Any dividend or

¹ <http://www.netmba.com/accounting/fin/process/>



withdrawal accounts also are closed to capital.

13. Post closing entries to the ledger accounts.

14. Prepare the after-closing trial balance to make sure that debits equal credits. At this point, only the permanent accounts appear since the temporary ones have been closed. Correct any errors.

15. Prepare reversing journal entries (optional). Reversing journal entries often are used when there has been an accrual or deferral that was recorded as an adjusting entry on the last day of the accounting period. By reversing the adjusting entry, one avoids double counting the amount when the transaction occurs in the next period. A reversing journal entry is recorded on the first day of the new period.

Metaprocesses

Customer Satisfaction

1. The client receives the final translation.
2. All2All sends an email to the client with a link to a satisfaction survey.
3. The client answers the questionnaire and/or writes a comment about his/her satisfaction.
4. The information is sent to our database server.
5. All2All analyzes the feedback.



Evaluation: compose the reflection report on the team project

Organization

- How did you establish your project team and arrange things before you started to work?
 - We met, exchanged emails, phone numbers...
 - We arranged the first meeting through exchanging emails, we encountered some difficulties at first in terms of finding a suitable time for everybody to be available at the same time but things got worked out quickly and smoothly on later stages
- Did you reflect on your personality types?

Tamara 'INFJ':

YES

- Follow intuition.
- Like general ideas and ability to build on them rather than detailed tasks.
- Enjoy change, challenge and variety.
- Prefers a time of solitude sometimes to recharge and think about things.
- Improved vision of the logical details through her creativity.

NO

- Look to the future rather than live the moment

Guillermo 'ESTJ':

YES

- Maintains the focus on the required task
- Contributes with his time, energy and problem-solving abilities
- Honest.
- Clearly presents his ideas, opinions and thoughts.
- Logically evaluates opinions.
- Reliable completes tasks in time.
- Aims to correctly complete a task always the first time.

NO

- Aggressive
- Doesn't take others' opinions.



Eduardo 'ESTJ':

YES

- Dependable
- Take the lead
- Can handle things well
- Logical
- Values, obligations, and take them seriously
- Takes an objective approach
- Analytical and critical
- Working hard and efficiently to complete tasks within the deadline
- Applying relevant and realistic logical arguments
- Complete devotion to the team and ensure that the team follows through to the completion
- His neutrality helps to understanding between the different group members.

NO

- Aggressive
- Doesn't take others' opinions

- Did personality types of yours affect the team work?
 - In what way?
 - Tamara: the creative, artistic (logo design, company names) and organized part as the 'INFJ' type is known for contributing creative and artistic ideas. Gentle, caring, easy-going and trustworthy. As well she is very organized, perfectionist and systematic: she spends a fair amount of time analyzing where the project was going and creates courses of action to provide the team a better understanding of the project, thus optimizing how the team works. Also she is very focused on tasks and time with a great success on her output. She promotes harmony and cooperation.
 - Eduardo: Perfectionist and paying attention to every detail of the task, stepping in whenever needed and dependable, excellent leader, contributing technical skills like the use of some tools to generate some diagrams for the company as the 'ESTJ' type is known to have all those mentioned traits
 - Guillermo: Paying attention to details specially in the financial analysis, cost and budget estimations as the 'ESTJ' type is known for paying attention to the details



- Were they different or almost the same?
 - Tamara: It was very accurate with little and minor exceptions. Overall 90% accuracy.
 - Eduardo: Very accurate.
 - Guillermo: Accurate.
- How did you organize the agenda of your projects?
 - Ad Hoc meetings (when needed) and according to the assigned tasks every week (We agreed on time and place of those meetings by exchanging emails and sometimes when we met at class).
 - Through those meetings we:
 - Reviewed the tasks that we were supposed to do (To do checklist) and got a clear idea of the work that needed to be done.
 - Brainstormed and made a list of all the requirements and sub tasks to be taken into account.
 - Worked together on the task in general, searching the web, brainstorming, discussing and making suggestions.
 - Agreed on what to be done and assigned tasks to every member of the team mainly according to their role in the company.
- If you had been given a chance, what would you do differently?
 - We would have probably spent more time on the first phase which was analyzing and finding data about the particular business we were introducing
 - If there were more time and possible opportunities, we would have gathered more information about the area of our company, the way things work in a real business environment and we would have interviewed people who are experienced in this particular field
 - Paid more attention to the way things work in the real business world rather than our own imagination of how it should work and probably focus more on the important building blocks that gets the business started taking every detail into account.
 - We believe we should have dedicated more time for the beginning stages in terms of meetings and establishing communication, getting to know each other. But there were some obstacles as mentioned earlier due to the difficulty of finding a suitable time were everyone could be available at the same time.



Team cooperation

- How did you generate ideas?
 - Brainstorming
 - Internet
 - Asked experienced people (About general business matters like ideas about necessary providers company departments)
 - Having done our introductory presentation of our business idea at the beginning of the semester, we realized that there were many gaps and a lot to take into account for further work on the project. The feedback we have got from our colleagues was very helpful to us and made us rethink our strategy and opened our eyes to new issues we have overlooked before
- What technical means did you use for communications?
 - Email
 - Google Docs
- Were they helpful? Why, or why not?
 - Very helpful
 - Email provided fast communication, especially for meetings.
 - Google docs provides:
 - Framework where users can work at the same time on the same document.
 - Discussion system where users can create/open notifications/discussions.
 - Sharing ideas.
- Did you find easy to come to an agreement?
 - Agreements easily reached.
 - Discussions, making suggestions and comments.
 - We made revisions of each others' work and gave feedback for improvement and completeness.
 - Always cooperation and understanding.
 - Tasks divided.
- Did you argue about anything? No
- We did not encounter any arguments, it was rather discussions and sharing opinions, suggestions of improvement and we handled all that with a high level of respect and tolerance for each other.
- We think our personality types have contributed a great deal in reaching such level of understanding and tolerance as we have two of the team members of the same personality type 'ESTJ' (Eduardo, Guillermo) and an 'INFJ' (Tamara) personality type which is known for promoting harmony and co-operation. So it wasn't so hard to agree on things without any conflict or arguments.