


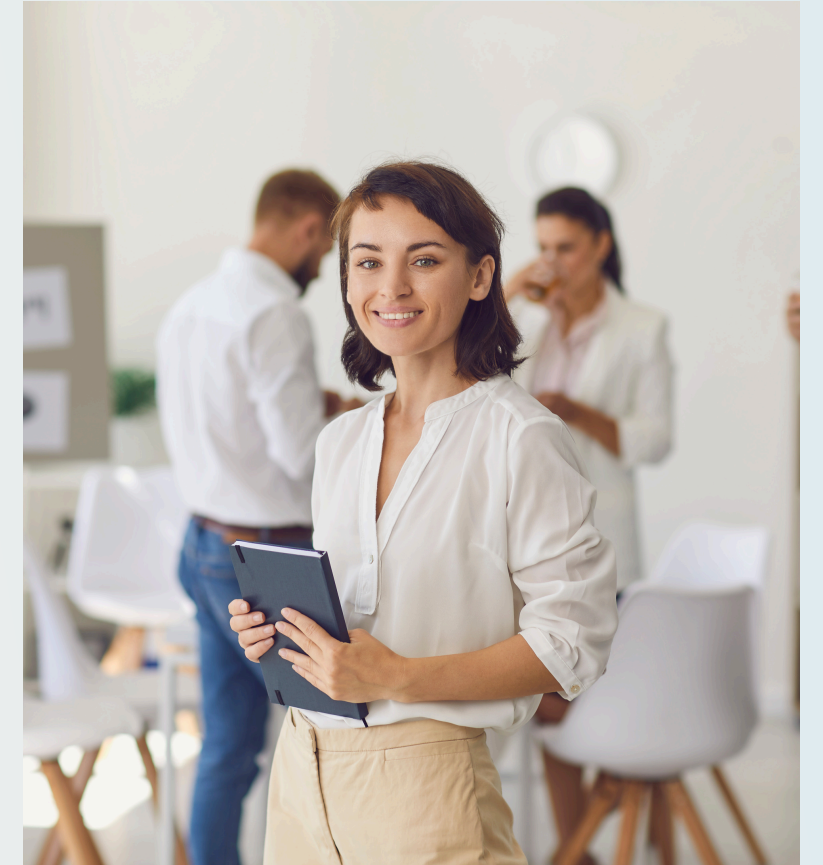
TRANSLATION

BUSINESS AND PR

Company Profile and Reports



Understand the Structure and Content



- **Company Profile:** Typically includes the company's history, mission, vision, values, key personnel, products/services, achievements, and contact information.
- **Reports:** Can vary from financial reports, annual reports, to market analysis, and they often include data, analysis, and conclusions.

Be Familiar with Business Terminology

- Use appropriate business and financial terms. It's crucial to be familiar with both English and Thai business terminology, as mistranslations can lead to misunderstandings.
- English to Thai: "Revenue" might be translated as "รายได้," "market share" as "ส่วนแบ่งทางการตลาด."
- Thai to English: "ผลประกอบการ" could be translated as "operating results" or "performance."



Maintain the Formal Tone

- Company profiles and reports are formal documents. Ensure that the translation maintains the same level of formality.
- Example:
 - English: "The company has consistently delivered quality products."
 - Thai: "บริษัทได้ส่งมอบผลิตภัณฑ์คุณภาพอย่างต่อเนื่อง"



Handle Passive Voice Appropriately

- Business documents often use passive voice to emphasize actions or results. When translating passive voice, ensure that the meaning is preserved.
- English to Thai:
 - English: "The report was completed by the finance department."
 - Thai: "รายงานนี้จัดทำโดยฝ่ายการเงิน"
- Thai to English:
 - Thai: "รายงานถูกจัดทำโดยฝ่ายการเงิน"
 - English: "The report was prepared by the finance department."

Translate Numbers and Dates Accurately

- Ensure that numbers, especially financial figures, and dates are translated accurately. In Thai, the Buddhist calendar is often used, but it should be converted to the Gregorian calendar in English documents.
- Example:
 - Thai: "ณ วันที่ 31 ธันวาคม พ.ศ. 2566"
 - English: "As of December 31, 2023"

Adapt Cultural References

- Be aware of cultural differences and ensure that any cultural references in the company profiles or reports are adapted for the target audience.
- Example:
 - Thai: "บริษัทมีการดำเนินการตามหลักปรัชญาเศรษฐกิจพอเพียง"
 - English: "The company operates according to the Sufficiency Economy Philosophy."

Consistency is Key

Use consistent terminology throughout the document. Create a glossary of terms if necessary to ensure that all translations are consistent across the document.

Review and Proofread

After translating, review and proofread the document to ensure that there are no errors and that the translation reads naturally in the target language.

Use Translation Tools with Caution

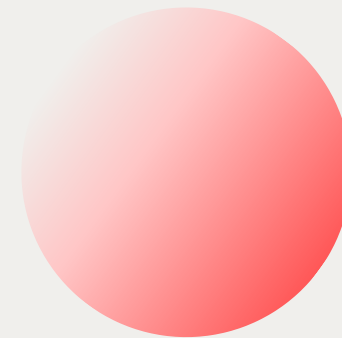
While translation tools like CAT (Computer-Assisted Translation) tools can help maintain consistency, always review the output to ensure accuracy and appropriateness.

Consider the Audience

Tailor the translation to the target audience, whether they are Thai or international stakeholders, and make sure the translation meets their expectations and understanding.

RIMBERIO CO

Let's Connect With Us!



+123-456-7890



hello@reallygreatsite.com



www.reallygreatsite.com