



NEW COUNTRY TESTING KIT



Table of Contents

Introduction	3
One to One Discovery Meeting	4
Getting to Know Your Needs	5
Customised Report For Your Target Country	6
Keyword Research	8
Summary Report	10
Case Studies	12
– BanushPack	13
– The Hanger Store	15
Contact us	19

Introduction

Entrepreneurs, Business Owners, Business Development Managers...

You are brave people who are shaping the industry and economy of the country you are in.

If you can reduce dependency on the domestic market, then nothing could hold your business back. Selling internationally is the key to your business growth.

One of the most convenient ways to sell internationally is to go into a new market by breaking language barriers and introducing your services and products there.

Return of investment on translations are very, very high. It is nothing compared to the amount it can bring you – depending on the due diligence and the way you utilise them.

If you are considering selling your services or products in another country, make sure to check your chances to succeed and thrive there before making the big investment.

In the past 25+ years, having worked with hundreds of businesses from various sectors like manufacturing, e-commerce, technology; we gathered practical knowledge to help our clients grow their businesses by breaking language barriers.

Take action now to be in control of your business and take your great service and products to the relevant new country markets where they will be appreciated, thus will bring you the most profit.

Get the New Country Testing Kit, the product we specifically prepared for this purpose, and make an informed decision when choosing a new country to trade with.

See the rest of the document for details and the benefits you will get.

One to One Discovery Meeting

We know the decision to go global isn't an easy one. The language differences aren't the only thing that can be challenging. There's your budget, marketing strategy and the legalities to think about too.

That's why, during the first step of your New Country Testing Kit we present you with questions related to your global ambitions.

These questions not only help us find out as much as possible about your business but also help you define your global goals, possible opportunities and selecting your target market.

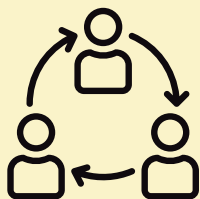
Our discovery meeting is a chance to talk to you about your needs in order to

put your business on a global platform. You will be able to see clearly whether or not the time is right to go global, before you start spending your budget.

To help you with this we have created a 'Grow Your Business Globally Workbook'. You can fill it in before or during our meeting. The type of questions we ask and the answers you give should provide a clear picture of what you can expect from growing globally. It will help you to define your business goals more accurately. By the time you have finished the workbook you should have a very clear idea whether going global is right for you at this time.



Getting to Know Your Needs

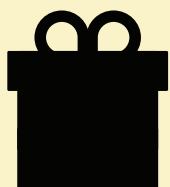


Where are you with your business now?

Look at where your business is at the moment. Are your products selling well, or do you need to concentrate on other marketing methods to attract clients?

What are your goals?

Outline your goals and ambitions and define what are you trying to achieve for the next 3 years.



Is your product suitable for going global?

Decide if your product is suitable for your target market or if you need to adapt it.

What's your revenue?

This is an opportunity to take a good look at your finances. Work out your profits and decide what you'll need to spend if you do go global.



Do you have any competitors?

Do some research into any competitors you have. What do you like and dislike about the way they market and present their brand. What makes your product stand out from theirs?

Have you any doubts and fears about going global?

By examining the doubts or worries you have, you can start to find solutions before you start the process of selling products abroad.



HOW WE CAN HELP

Once we have discussed your answers we can then help you to achieve your target. New Country Testing Kit will answer your purpose in testing new markets without wasting time and money.

Customised Report For Your Target Country

Do you want your business to go global? Are you overwhelmed by conflicting information on the internet? If you are then we can help you.

Our New Country Testing Kit is the ideal way to get up-to-date, relevant information about your target country. Before you decide to spend your time and money setting up somewhere new, invest in our New Country Testing Kit. It will give you valuable information and help you to decide if product sales should be a success abroad.

How We Help

As part of our New Country Testing Kit we do the hard work for you. Our customised report for your target country will give you the information you need before you decide to go ahead. Our report includes:

Target Trade Stats and Figures

Target trade stats and figures will give you information about your target country's imports and exports. For example, here in the UK the top 5 imports from China in 2018 were:



- Telecoms and sound equipment
- Consumer goods
- Office machinery
- Clothing
- Metal manufactures

Whilst the top 5 exports from the UK to China were:

- Crude oil
- Cars
- Medicine and pharmaceutical products
- Scientific instruments
- Electrical goods

Our report will supply the relevant trade statistics for your product which will enable you to accurately judge the demand of the product you wish to supply to the target country.

Ease of Doing Business

It's important to know how easy or challenging it will be to do business in your chosen country. For example, as you might expect Europe is at the top of the rankings whereas some other countries may present challenges to do business.

It will reveal whether your target country is open to doing business

with foreign companies. China, for example, which used to be a difficult place to trade has now made a number of reforms to make trading easier for foreign businesses. If you have chosen an emerging market like India or Brazil, you'll be able to see at a glance whether or not the decision to trade is going to be a challenge.

State of Digital Economy

Our digital report will include information on internet use, connectivity and integration of digital technology.



Keyword Research

As part of our New Country Testing Kit, we'll do some keyword research for your target country. This will help with your SEO and highlight any issues which come up as a result of the search, which we can help to solve.

What Is SEO?

SEO means search engine optimisation. SEO helps you to attract the right sort of visitors to your website. By the right sort of visitors we mean people who are looking for your particular product or service. They aren't looking for something else.

The customers you want need to find you through their search engine results. That's why it is important to be highly ranked in the search.

How Does SEO Work?

Google and other search engines use 'crawlers' to bring in all the information about the content that's on the web. Then, Google, for example, uses an algorithm to try and find the data that fits your google search. The algorithm takes in many different factors. They include keywords, quality content and links.

Quality content means the text that has been optimised for search engines. Title tags, meta descriptions, headings and again, keywords, are all necessary to create SEO optimised content.

What are keywords?

Keywords are words and also phrases which are relevant to the product or service you provide. They help you to target the right customers. They are important. This is because they are a link between what a person has typed into a search engine box and what you have on your website.

Relevant keywords will help your website appear on a search engine results page. For example, if you sell shoes for men and you use that as your keyword there will be a lot of competition for this phrase. Better to use the phrase 'Men's Shoes.' That way you are targeting the customer who wants men's shoes, not children's or women's shoes.

Better still is to use long-tailed keywords to break down the search even more. So, if your men's shoes are Italian leather then a good long-tailed keyword would be 'Men's Italian Leather Shoes.' That way you have targeted exactly the customer you require. Someone who is looking for men's Italian leather shoes. The closer to your target you get, the more likely you are to make a sale.

Once you know which keywords are best you can then optimise your website using the keywords in natural phrasing. They should be included in each page of your website within the text and any images.

How We Help

Our New Country Testing Kit involves keyword research for the country you intend to target.

Your English keywords need to be amended for the target country and often the direct translation may not produce the same desired effect. This will take place before translation and it will furnish the translator with the relevant keywords and terminology in the target language.

One of the main purposes of the keyword research is to manage any gaps that may

be found between English keywords and the ones used in the target country. If we come across any such issues we will consult our translator to find a solution. We will keep you updated of the progress as well.

Keyword research will consider the terminology used in source language and how relevant it is for the target market and whether these can be adapted without damaging the linguistic integrity. It will include following people in the study:

- Project manager to supervise the process
- Professional translator to make sure keyword translations are not deviating from the source.



Summary Report

In the US, according to the US Department of Commerce, over 772 billion dollars' worth of merchandise has been exported to over 150 countries. Much of the merchandise came from small or medium sized businesses.

These successful companies did their research before they made the investment needed to trade in a foreign country. They found out how easy or difficult it was to do business and looked at other aspects of the country's economy.

Our New Country Testing Kit is the perfect way to assess the potential of a new country for your products. It includes a one-to-one discovery meeting, a target country customised report and a keyword research. It will also give you a summary report.

Our summary report will take you through the main points of our New Country Testing Kit.

All in all, our New Country Testing Kit is an invaluable resource to help you decide whether or not you're ready to take the first steps on to the global platform.

We look at:

- Target country essential information
- Target country ease of doing business
- Search volumes for your key products
- The country's state of digital economy





Many companies are overwhelmed by the trading process and choose not to go ahead because they are afraid of the risk. The New Country Testing Kit should remove any fears you have about trading abroad. The information we gather on your behalf will give you a clear overview of the country and its economics.

It means that you're not jumping into the deep end with insufficient information or depending on stories you've heard from people who think they know how to trade abroad.

Think about the cost to your business if you don't go ahead because you're not properly advised. How much revenue will you lose over the next 2 to 5 years?

Our summary report and the rest of the information in the New Country Testing Kit will help you to decide if the time is right for expansion and if the country you have chosen is the right one.

All the information is presented in easy to read content that you and the other decision makers in your company can read through and discuss.

Doing your research and having the New Country Testing Kit to hand means you will know the answers to questions about costs, customers and operations. Your business will have a head-start over competitors who don't do their homework.

Case Studies



People are getting more and more conscious about their fashion choices. Many consumers want ethically-sourced products that are friendly to the environment, and the desire for cruelty-free, vegan goods, which use no animal products from start to finish is higher than ever.

The Challenge

Banushpack wanted to establish themselves in Germany, but didn't know whether it was worth it, if there are many competitors, or how many times people were shopping for vegan bags online. They were also interested in finding out some other general information about e-commerce in Germany. Banushpack also needed some ideas for potential keywords to use on their German-language web pages.

The Solution

TTC's capable team suggested their 'New Country Testing Kit', which would contain all the information the client would need, including a multitude of relevant statistics, customs, and market trends. After doing extensive research the team prepared a brochure with all the relevant information for the client. Using Google Keywords and other related tools, TTC found relevant German-language keywords, and presented the client with a list of the potential terms, along with their search volumes and current predicted prices. We looked at the client's amazon product pages and found multiple examples of where the in-built automatic machine translation tool had changed the meaning, in some cases rather drastically!



In one case, the automatic translation had generated one thing which was the total opposite of what Banushpack actually offered. Their bags were suddenly translated as “100% cruel” and “with 100% plastic”, instead of “100% cruelty-free” and “100% plastic-free”. Banushpack asked TTC to translate these product pages as a matter of urgency, and they were done within 24 hours to put online. After having been given the brochure, the client asked for clarification of a few of the keywords, so our translators worked with them to fully explain their choices, and give them peace of mind that their translation was fit for purpose.

The Feedback

I run a small e commerce store in Essex and I'm looking to expand it into European markets, so I thought I would start with Germany. I enquired with Levent and asked for TTCs "new country testing kit". It came with a really helpful list of keywords in German for my products, and also important metrics, like the search volumes for those terms and what I could expect to pay per click on Google. There was also invaluable information in the kit about cultural considerations, economic and politics factors in Germany that may affect sales, and even recommendations for other platforms I can use to sell my products in Germany.

At present I am using Shopify and Etsy, but it was valuable for me to find out others. On my Etsy listings, it appeared that there were automatic machine translations in place on my listings, which disappointingly made absolutely no sense in German: here is the starkest example, while I advertise that my products are "eco friendly, cruelty free and 100% plastic free", it appeared that on my listings were translated automatically as "eco friendly, awful and made from 100% plastic", which of course was doing damage to my brand and sales in Germany. On the basis of this information. I enlisted TTC to translate my listings with a human translator, with all the copy and relevant keywords, and I'm happy to say sales in Germany have picked up nicely since then and I hope with some more optimisation this can be built upon further.

- Firat at Banushpack

The Client

Banushpack was set up in 2019. They sell handbags and backpacks which are produced in Turkey. Banushpack's bags are cruelty free, plastic free and made from fabric offcuts that would otherwise have gone to waste. Many of the designs are also vegan. <https://banushpack.com/>



The hanger industry might seem not very large in the manufacturing and e-commerce industries when you first think about it, but just think how many hangers the major clothing stores go through! And there aren't just a few types of hanger: do you want wood or plastic? With a bar for trousers or without? Whitewashed beech or velvet flocked? There are countless options to choose from.

The Challenge

The Hanger Store wanted to establish themselves in Germany and find out if it was worth it to further market their products there. They also wanted to discover how many competitors there were in the market, and see how popular online shopping for hangers is in Germany. They were also interested in finding out some other general information about e-commerce in Germany, as well as about different current market trends and local business customs. The Hanger Store also needed some ideas for potential keywords to use on their German-language web pages.



The Solution

TTC's capable team suggested their brand-new 'New Country Testing Kit' to suit all their client's needs, a multitude of relevant statistics and current economic insights. After their extensive research, the team prepared a brochure with all the information asked for by the client. Using Google Keywords and other related tools, TTC found relevant German-language keywords, and presented the client with a list of the potential terms, along with their search volumes and current predicted prices. We looked at the client's amazon product pages and found multiple examples of where the in-built automatic machine translation tool had changed the meaning.

In a couple of cases, the automatic translation had made their product descriptions completely nonsensical, which had potentially been affecting their business without them even realising. After The Hanger Store received their New Country Testing Kit brochure, they got back in touch with some ideas for further, more specific market information, and a couple of questions about the various keywords that had been selected for them, so our team went back to the drawing board and added everything that was requested to make sure the kit was perfectly tailored to them.



The Feedback

'I used TTC wetranslate's New Country Testing Kit and I found Customised Report for the target country very helpful. The Language and Customs, Keyword Research, Current listing examples in German, Recommendations and Popular Marketplaces sections in the report helped me make a better decision. As an improvement suggestion, I think Potential Competitors section could use an example of a best seller in the biggest online marketplace.

What I liked about this service is, I thought the translation comparison was very handy. It really helps to give motivation to use a paid for translation over google. This could be used even if the customer isn't currently listing in Germany by just running one of their products through google translate. If I were to change something maybe I would increase the focus of online marketplaces. This will differ for everyone but our own website only makes up approx. 20-25% of our online sales in the UK, despite ranking high for our keywords. So a little more information on these marketplaces and competition on them would be great.

After using this report, I would say to a company who would like to go global, or extend their international reach that to be sure to translate effectively, otherwise you won't get a fair trial on whether your products are suitable to the destination country and helps avoid unnecessary costs.

Overall I think it is a useful report to show where best to start entering different markets. It is very easy to assume Google/Facebook are the biggest everywhere. As above, I think the translation comparison was great and provides good incentive to further use your services. Selling in a different country can be a big decision so including any further incentives would be good i.e. there is less competition on these products in the target marketplace. Including the list of potential keywords is also very helpful to those currently selling in the marketplace.'

**-Peter Curry,
Managing Director of The Hanger Store
(Part of the CDC Group)**

NEW COUNTRY TESTING KIT

GETTING STARTED IN INTERNATIONAL TRADE

BENEFITS YOU GET

Save time and money
before you make the
investment



Find out if your
product/service is needed
in another country



Make educated
decisions and minimise
your risk



Calculate your return
on investment



➤ DISCOVER YOUR OPPORTUNITIES ABROAD

➤ DOUBLE YOUR BUSINESS BY SELLING GLOBALLY

WHAT YOU GET IN THE PACKAGE



1. ONE TO ONE DISCOVERY MEETING

- One to one discovery meeting: 60-90 minutes meeting to find out your requirement – either face to face or Skype.



2. CUSTOMISED REPORT FOR THE TARGET COUNTRY

- Target country trade stats and figures
- Target country ease of doing business
- Report on target country's state of digital economy



3. KEYWORD RESEARCH FOR THE TARGET COUNTRY

- Search volume in the target country for your main product/service keywords (up to 3 keywords)
- To find out the demand volume and seek out solutions for any issues



4. SUMMARY REPORT

- Report produced summarising the opportunity

£199 + VAT

TO PLACE AN ORDER E-MAIL US AT
[INFO@TTCWETRANSLATE.COM](mailto:info@ttcwetranslate.com)

Contact us

Please contact us for more information on the items below by filling this form or visiting our website at ttcwetranslate.com/contact-us-today.



- ☐ MARKETING MATERIALS
- ☐ TECHNICAL DATASHEETS
- ☐ ONLINE HELP
- ☐ WEBSITE LOCALISATION
- ☐ SOFTWARE LOCALISATION
- ☐ TRAINING MANUALS
- ☐ USER GUIDES
- ☐ PATENT TRANSLATION
- ☐ TECHNICAL AUTHORIZING

- ☐ WEBSITE TRANSLATION PROXY
- ☐ BRAND NAME CHECKING
- ☐ MULTILINGUAL SEO
- ☐ MULTILINGUAL VOICEOVER
- ☐ BUSINESS CARD TRANSLATION
- ☐ NEW COUNTRY TESTING KIT
- ☐ MACHINE TRANSLATION
- ☐ CALL US TO ARRANGE A MEETING

Other:

Name:	
Company Name:	Position:
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