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**Text Typology and Localization Strategies
in Website Translation**

**Tekstu tipoloģija un lokalizācijas stratēģijas
mājaslapu tulkošanā**

Bachelor Paper

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Declaration of Academic Integrity

I hereby declare that this study is my own and does not contain any unacknowledged material from any source.

Date _____

Signed _____

Abstract

The present bachelor paper investigates the process of website translation, especially focusing on website text typology and localization strategies. Theoretical part of the paper reviews the available material on multilingual website creation, types of texts that are present on a website, and localization strategies that may be used for website adaptation to the distinct features of local culture. The practical part of the paper explores the current situation in website translation in Latvia by means of website content comparison. For the analysis five corporate websites of local or international companies based in Latvia are chosen. The websites are analysed in order to show to what extent the translation and localization strategies, considered in the theoretical part, are applied in practice in Latvian websites. In the process of research it turned out that Latvian and Russian versions of the websites in most cases correspond to the translation and localization principles, described in the theoretical part. As for English version, in many cases almost no localization is applied, and the operative function is not revealed in the target text.

Anotācija

Šis bakalaura darbs pēta mājaslapu tulkošanas procesu, īpašu uzmanību pievēršot mājaslapu tekstu tipoloģijai un lokalizācijas stratēģijām. Šī darba teorētiskā daļā tiek izskatīts pieejams materiāls par daudzvalodu mājaslapu izveidošanu, mājaslapu tekstu tipiem un lokalizācijas stratēģijām, kas varētu tikt izmantotas mājaslapas adaptācijai vietējās kultūras īpatnībām. Praktiskajā daļā tiek pētīta pašreizēja situācija mājaslapu tulkošanas sferā Latvijā, izmantojot mājaslapu satura salīdzināšanu. Analīzei tika izvēlētas piecas mājaslapas, kas pieder vietējām vai starptautiskajām Latvijā strādājošajām kompānijām. Pie tam, šī analīze parāda, kuras no tulkošanas un lokalizācijas pozīcijām, kas bija pieminētas teorētiskajā daļā, ir aktuālas tieši Latvijas mājaslapām. Pētījuma procesā tika noskaidrots, ka latviešu un krievu valodas versijas parasti atbilst tulkošanas un lokalizācijas principiem. Savukārt, angļu valodas versijās gandrīz nav pielietota lokalizācija, kā arī teksta operatīva funkcija nav pietiekami labi atspoguļota mērķtekstā.

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Introduction

The process of international communication now plays a key role in economic and cultural life of our society. There are several mass communication vehicles but the Internet is most interchangeable and flexible, most up-to-date among them and therefore provides unarguable advantages for international communication. Website now is not only a company carte-de-visite, it acts as a full (or almost full) information source and as a way of gathering feedback from and communicating directly with potential customers – this can be a blank space for sending a message to the company representative, or different kinds of forums, where people can express their opinion about the products or ask questions to the company representatives.

The number of companies which can be found on the World Wide Web is increasing every year. For example, according to the Central Statistical Bureau of the Republic of Latvia the number of companies owning their corporate websites in Latvia has increased in year 2006 by an average 3.5%, besides in medium-size and large companies (with 10 or more employees) this index is even higher – 4.9%. One of the main reasons for companies to develop a web presence is the opportunity to offer their products and services to a wider number of customers, without great money investments, as e.g. printing and distribution costs. Nevertheless many of businesses do not stop at this. In the process of globalization more and more companies are searching for new markets in other countries. Thanks to the expansion of the European Union, World Trade Organization, and other international organizations many businesses have received the possibility to provide their goods and services to the new markets with less bureaucratic formalities and therefore less money investment. Despite the topicality of the subject, website translations are not always as qualitative as they should be. Therefore, there is a necessity to produce a complex guide over the process of website translation that could be useful for translators and localizers working in this field.

The goal of the research paper is to consider possible approaches to translation of website content into other languages and difficulties which a translator may face during this process.

Objectives of the research paper are the following:

- to read theoretical materials available on the subjects of
 - a) translation of a corporate website
 - b) text typology
 - c) culture aspects in translation and localization;
- to analyse content of several websites in accordance with the above mentioned theoretical materials;
- to ascertain to what extent the approaches mentioned in theoretical part are applied in practice;
- to draw relevant conclusions.

Hypothesis

The appropriate translation of website content influences marketing success of a company in a particular market, therefore, on the one hand, the content under translation should be analysed and translated according to its typology, and on the other hand, adapted to the expectations of local customers.

Methods of research

The research methods applied in the bachelor paper are both theoretical and practical. Theoretical methods include the analysis of usual website content, the study of the process of website other version creation provided by translational agencies, the analysis of two text types that according to the hypothesis are considered important for website translation, the study of localization processes in translation and their importance for the creation of other language versions of a website. Practical methods include comparative analysis of content of several websites, which have Latvian, English and Russian versions. The analysis is conducted according to the appropriateness of text type usage, terminology choice, degree of localization, and other aspects, mentioned in theoretical part of the study.

Outline of the structure of the paper

The bachelor paper consists of four chapters. In the first three chapters the theoretical aspects of website translation are presented. Chapter 1 deals with the notion of multilingualism, describes the stages of other language version creation, and translator's role in this creation. In Chapter 2 the content of a standard website is described and

analysed according to text typology. In Chapter 3 the importance of target culture aspects in translation and localization of website content.

Chapter 4 of the research paper presents the practical part. It analyses the available parallel texts in Latvian, English and Russian found in multilingual corporate websites. The analysis is made according to adequate translation of the texts and the application of the approaches mentioned in the theoretical part.

Chapter 1

Topicality of Multilingual Websites and a Translator's Role in Their Creation

It is a matter of common knowledge that people prefer reading in their native language. For business companies this statement is of great importance as they need to quicken customers' and partners' interest in their products and services. This is the reason why companies translate their websites into other languages, making them multilingual.

In recent years the importance of website translation training is understood by many universities all over the world. For example, Monterey Institute of International Studies offers an MA programme in Translation and Localization Management to students interested in combining the education for working in various translation and localization environments and skills in technology and business. Similar programmes are offered by many other higher schools in other countries. Nevertheless, in Latvia this promising sphere is not yet developed. The only serious attempt is a current Leonardo da Vinci programme project *Foreign-language Communication on the eCommerce Websites*, which aims to create an educational tool for website designers and translators to help them draw up foreign language versions of their commercial websites. The project is developed by higher educational establishments and businesses from Finland, Germany, Poland, Latvia, Portugal, Spain and United Kingdom, and is planned to end in year 2007 (Sīlis, 2006). Still this project is oriented on the teaching of common translation and localization strategies. They play an important role in the website translation, however, applying only common strategies is insufficient for producing of qualitative website translation, as these strategies do not consider special cases of translation between some particular languages. Therefore, in this paper special attention will be devoted to the language versions that are common for Latvia-based companies. Firstly, this is Latvian, as it is the official language in Latvia. Secondly, this is Russian, as on the one hand there is a great per cent of Russian-speaking residents of Latvia, and on the other hand, Russian is spoken by a great amount of internet users (according to the *Top Ten Internet Languages Usage* Russian is spoken by 828,621,965 Internet users) (http://www.web-translations.co.uk/EN/Services/website_translation.html). Taking into

account that in Russia the number of Internet users is expected to grow significantly in upcoming years (Sīlis 2006: 138), the importance of Russian language in the translation of websites is difficult to overestimate. Thirdly, the English version of a corporate website is necessary, if a company is dealing with foreign partners and customers. Besides that, the English-speaking Internet audience is 312,757,646 people according to the above mentioned *Top Ten Internet Languages Usage* research. Therefore, in this paper we would like to focus our attention not only on the common problems of website translation, but also on the technical specifics of translation between English, Latvian and Russian languages, and the practical application of translation and localization methods in the websites with these three language versions.

Before the consideration of website translation aspects first of all it is necessary to define what a multilingual website is, and then to understand at which stages of its creation process a translator is involved at most. According to Wikipedia, multilingualism is “phenomena regarding an individual speaker who uses two or more languages, a community of speakers where two or more languages are used or between speakers of different languages” (<http://en.wikipedia.org/wiki/Multilingual>). It is still arguable how much knowledge of a language is necessary to state that an individual is a multilingual person. There are statements that a person is multilingual if his or her knowledge of a language is “native-like”, the same as considerations that the most important is not the knowledge but use of language, so, for example, a multilingual person can be a tourist knowing some basic phrases of the country he or her is travelling around. With translation of websites it seems that situation is alike. According to the amount of translated content multilingual websites can be fully translated and partially translated – only the most useful part (as description of products or services, price-list, and contact information). The content chosen for translation may be also divided. In his article *Multilingual Websites: Benefits you can count on, headaches you can avoid* Robert Hopkins, the President of a website translation agency *Weblations* provides the following division:

- global content, translated to many languages for worldwide use. Global content includes product information, technical support documents, worldwide branding messages, and the design of web itself. Hopkins considers, that “this material is applicable everywhere and is relatively insensitive to national or cultural differences” (http://www.weblations.com/eng/articles/art_2.htm).

- local content, written directly in each language for the local market. Local content includes the locally available products, local promotions, sales and advertising campaigns, and local points of purchase indices. The aim of local content is to persuade visitors of the website that the company belongs to their culture (http://www.weblations.com/eng/articles/art_2.htm).

This division however is more typical for very large corporate websites, which are created for global use. In this paper we would like to focus on the corporate websites with the following features:

- website owner is one particular company;
- website has more than one language version, English and Russian among them;
- website content is more or less identical in every language version (not different content written for each local market).

The first step in website translation is the process of information selection for the translation. Usually it is considered that a translator participates actively in this process. Nevertheless, in practice, a translator in most cases is not a person who decides what information should appear in the translated version of a website. He or she may be invited as a consultant, but at the same time the initiator of translation takes into account many other aspects. They are the budget of the project (the expenses of translator's, as well as website administrator's, programmer's, localiser's, web hosting services), time limits, amount of source texts, necessity for detailed translation, and many other factors that can influence the translation process and, therefore, the result of translation.

There are several technical stages of a website other language version creation, and a translator has to be aware and understand the connection between these stages and his or her own involvement in them. *Schreiber Translation, Inc.*, a business translation services company, provides the following stages of multilingual website production:

1. Internationalization. Internationalization refers to the process whereby the content is prepared for localization. This involves mainly technical considerations, such as planning for text expansion and contraction, especially in graphics (Western European languages typically expand by as much as 20% from English while Asian languages generally contract), not embedding text that changes or is updated often,

and creating graphics in layered format so that text can be easily extracted. If this is taken into account when a site is first created, time and money can be saved once localization begins. Otherwise, internationalization becomes the first step of the localization process.

2. Text Extraction. This step involves gathering all of the source files for all HTML pages, graphics, PDF files, etc. and extracting all text to make it available for translation.
3. Translation. This step involves translating all the necessary content. At a minimum, translation must be done by a native speaker of the target language, preferably a translation professional, and ideally by an individual currently living in the target country.
4. Localization. Here consulting is provided to replace any graphics, change any colours and redesign layout so as to achieve the maximum aesthetic appeal for the target culture. This step also involves addressing technical issues, such as correct formatting of times and numbers (many countries use commas as decimal points and periods to separate thousands), metric measurements and currency differences.
5. Text Insertion. The translated text is reinserted.
6. Testing. The new version(s) of the site should ideally be tested on different operating systems and with different browsers to ensure that there are no viewing problems (<http://www.schreibernet.com/translation-101/articles/globalizing-your-website-4.htm>).

As it can be noticed, a translator is mostly involved in the stages of translation and localization. But from the list it also can be understood that website translation is not individual work. A translator is between two poles of opinions and has to reflect both of them in his or her work. One pole is opinions and requirements of a technical group that works in the creation of a multilingual website. Usually it can be agreement on metrical system, amount of texts, translation of some words in the text that can influence the programme code, and many other technical aspects mostly connected with localization. Another pole is the wishes of several groups that influence any commercial text, including texts appearing on a corporate website. According to Holz-Mдттдггг (1984, cited in Munday 2001: 77) they are the above mentioned *initiator*; a *commissioner* who contacts a translator; a *ST producer*; a *TT user* who brings the

translated material finally to a *TT receiver*. Graphically we can see their relationships with the translator as follows:

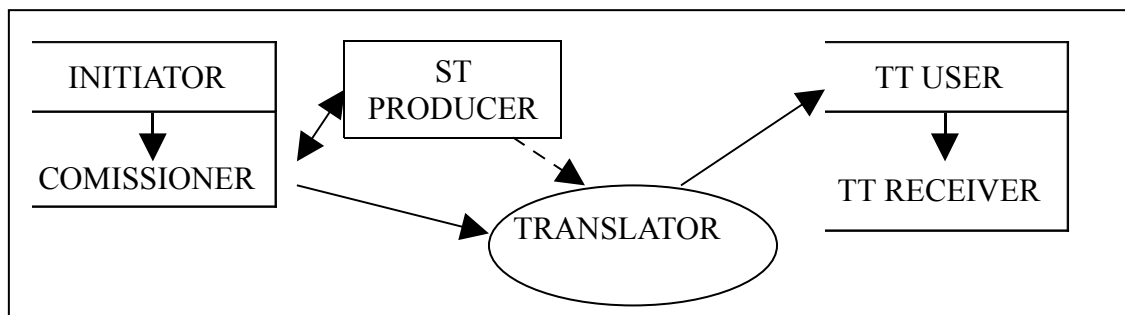


Fig. 1. Relationships between the players which influence translation process, according to Holz-Мдттдггг

Figure 1 demonstrates the relationships between the players who influence the result of the translation. A translator is a linking element between the initiator and TT receiver. The translator in his work communicates mostly the commissioner, who represents the wishes of the initiator and, at the same time, presents the source text provided by ST producer. Only in some cases the translator has an opportunity to contact the ST producer. Then, in order to bring a certain message from the initiator of the translation to the last recipient, i.e. the receiver of the target text, a translator has to produce such a text that would be clear also to TT user. To do this, a translator firstly needs to understand clearly the purpose of the initiator. In the most cases these purposes are described in a special list of instructions, given by the commissioner to the translator. This list is called *commission* (Vermeer 1989: 228). In the commission, besides the information about the deadlines and fees, the specification of the aim is given. Usually, it is presented in a set of instructions, called also *translation briefs*, e.g. that of Nord.

In simple words, before a translator start working with website content, he or she has to receive answers on the following questions:

- What is the translation needed for?

It is needed for broadening customers circle and persuasion of the target readers to choose goods and/or services of this particular company.

- Who are these target readers?

According to Holz-Мдттдггг's list mentioned above, they are TT user and TT receiver. It should be clearly decided what are audience's nationality, traditions, customs, and other cultural aspects, their age group, income, etc.

- When and from what destination will the target text be accessed by target readers?
In this case any time and from any region of the world.
- How will it look like?
Usually the target text will remain on a website in written form, sometimes it will be accompanied with pictures, graphics or other visual effects.
- What is the motive of translation?
To attract as many clients and partners from region (or regions) where the target language is used as possible. (Nord 1997, cited in Munday 2001: 82).

When provided with answers of the above questions, the translator can process with translation more easily and effectively.

To put it briefly the translation of websites is an advantageous stroke in company development. As in website translation there are several characteristic features that other translation types do not possess, a translator should have an idea about the technical stages of multilingual website creation, on the one hand, and the commercial aspects of the process of website translation and translation commission, on the other hand. As in the process of another language version creation of a website a translator is at most involved at the stages of translation and localization, in the next chapters they will be considered in more detail. Analysing the process of translation, the greatest attention will be devoted to the typology of website content. Then, in the stage of localization, the methods of content adaptation to the local customer's needs, cultural features, and possible mistakes will be discussed and analysed.

Chapter 2

Website Content and Approaches to Its Translation

In this chapter the author of the paper deals with the translation stage of website other language version creation. In the first sub-chapter the description of standard website is provided, a general approach to its translation is offered and website content is analysed according to the text type. Two types of texts that the author finds relevant for website contents are considered more closely and the methods to their translation are proposed.

Text analysis previously to translation and division into text types is considered essential by many linguists (e.g. Newmark 1988, Reiss 1971). In website translation the same as in any other translation case a translator in order to choose an appropriate approach has to analyse and structure the texts provided. This process is of great importance, because an incorrectly chosen approach may reduce company income in a particular market, as the target text will not serve the same aim as a source text. The general aim of the texts appearing on a corporate website is to persuade a receiver of these texts to use goods or services provided by the company, and therefore give profit to this company. Therefore, the texts a corporate website contains are aimed on the reader, and that is why a target-oriented approach is needed for translation of website content.

Zauberga defines *target-oriented translation* as “rendition of the source text in the target language according to the purpose assigned by the new communicative situation” (1999: 14). The target text should be to greater extent reader-friendly, although the purpose of the source text should not be lost. Newmark names this approach *communicative translation* and states that it “attempts to render the exact contextual meaning of the original in such a way that both content and language are readily acceptable and comprehensible to the readership” (1988: 47). He also points out that communicative translation is “social, concentrates on the message and the main force of the text, tends to under-translate, to be simple, clear and brief, and is always written in a natural and resourceful style” (1988: 47 – 48). Therefore, a translator firstly has to find this message in the text and reflect it correctly in the target text, and, secondly, adapt the text to the target cultural specifics to the extent it sounds clear and

natural. As Kim Youn Han puts it: “Most important [...] is the translation involvement with such activities as the correct understanding of texts written in the source language, as well as the proper restructuring of their senses, compliant to the style of the target language” (http://gsitbk21.hufscit.com/□□□□/2002/5_KimYounhan.htm).

In order to achieve these aims, a translator has to define the type of the source text. Reiss says that “in order to establish this intention [verbalized by the author in his text] the translator receives significant assistance if he determines to which text type and text variety (relevant for translating) any given text belongs” (1971: 161). Zauberga considers that a translator “needs to evaluate the source text to find out how it functionally and textually stands in the source culture communicative situation and then to assess how the factors of the source text can be correlated with the intended target text function...” (1999: 15). There is no general agreement among linguists on text classification criteria. Texts may be grouped in various ways, for example, according to their topic, purpose, type of target audience, genre, register, etc. In this paper it is hypothesized that the text typology, developed by Reiss (1971), is relevant for translation of website content. Therefore this text typology will be considered here in more detail.

In order to define the type of texts that appear on a corporate website, firstly, the content of a website has to be examined and its parts are to be distinguished. According to Wikipedia, corporate websites usually include the following parts:

1. A homepage - the URL or local file that is automatically loaded when a web browser starts and when the browser's "home" button is pressed. The term is also used to refer to the front page, webserver directory index, or main web page of a website of a company. Usually it includes a brief history of the company, its present place in the market and future plans. Sometimes there also other information is provided, such as goals of the company, its credo or slogan, etc. On the homepage also the navigation bar is situated.
2. A navigation bar or other means for accessing various site sections
3. An "about us" section with some or all of these:
 - 3.1. A summary of company operations, history, and mission statement.

The general aim of this part is to create the effect that a company is active, developing and reliable.

- 3.2. A list of the company's products and services. Depending on the function of the website it may vary from general information about products and services to the very detailed description with specifications, photos or even video files about the product (as for example, <http://www.cesualus.lv/lv/akcijas/akcijas/#>).
- 3.3. A "people" section with biographical information on founders, board members, and/or key executives. Sometimes provides an overview of the company's overall workforce.
- 3.4. A "news" section containing press releases, press kits, and/or links to news articles about the company. Unlike the link that provides general information this is more interactive and updated. Blocks of news are usually not very large, and, on the one hand, play informative function, and on the other, show that company develops.
- 3.5. A list of key clients, suppliers, achievements, projects, partners, or others in order to show that the products and services of the company are in-demand in the market.
4. Pages of special interest to specific groups. These may include:
 - 4.1. An employment section where the company lists open positions and/or tells job seekers how to apply. On the one hand this section may help to hire a qualified employee who has visited this page for another purpose, but found the positions interesting and applied. On the other hand, this section shows that the company is expanding and developing.
 - 4.2. Pages for employees, suppliers, customers, strategic partners, affiliates, etc.
5. Contact information. In the most cases it includes official address or addresses, phone and fax numbers, contact person or people name(s), in some cases also their photos. Sometimes we can find also the structure and hierarchy of the company in this section (although in some websites the structure of the company is marked out as an independent link, as mentioned in 3.3. item). Sometimes includes a feedback form by which visitors may submit messages to the company's representative.
6. A FAQ section. This section contains the information about the company, its products and services in the form of question – answer. (<http://en.wikipedia.org/wiki/Website>)

The description of corporate website parts shows that usually website consists of two types of texts. One type of texts provides information about the company, its developing, products or services that are available for the customers, etc.; and another type persuades to choose this particular company as a supplier or business partner, and these particular goods and services, i.e. has a persuasive function. According to Reiss (1971: 163) the types of texts correspondingly are called *informative* and *operative*.

Let us firstly draw attention to the informative text type. Informative texts are texts where the topic and facts are in the foreground (plain communication of facts, i.e. news, knowledge, information, arguments, intentions, etc). Such texts usually consist of third-person past tense sentences and have non-emotive style (Newmark 1988: 50). According to Reiss (1971, cited in Munday 2001: 74) the language function in informative texts is to represent objects and facts, i.e. some kind of information. In accordance with this function the main purpose of translating informative texts is to transfer information from the source text to the target text without any changes of data. Nevertheless, despite the translation should be faithful to the original facts, it should be revised and changed, in order to produce a target language- and target culture-oriented text. This is significant, firstly, because source informative texts in many cases are badly written (Newmark 1989: 47), and secondly, because a target reader perceives information better if it is in a language form that is familiar to him or her.

There are still several aspects that should be taken into consideration when translating an informative text. Newmark names three aspects and methods to their translation:

- Cultural components in informative texts tend to be transferred and explained with culturally neutral terms
- Expressive components (unusual syntactic structures, collocations, metaphors, words peculiarly used, neologisms) have to be normalised or toned down.
- Badly and/or inaccurate written passages should be corrected (in contrast to literary texts where they should remain as they are) (1988: 47).

The essential requirement for informative text translation is also “the knowledge of the subject matter” (Zauberga 1999: 16-17). This is a quite complex task, because even a very talented translator may produce a peculiar text, if he or she is not familiar with the sphere of activity and relevant terminology, which, according to Zauberga (2004: 17) “may constitute 5 to 10% of all lexical units” of the informative text.

Zauberga (ibid.) advises to use the advantages of good bilingual dictionaries and availability of parallel texts in the target language in order to get acquainted with the sphere of activities and corresponding terminology. Besides, nowadays in order to help a translator to struggle with terminology many online national and international term banks appear. For example, the EuroTermBank project in the European Union (EU) focuses on harmonization and consolidation of terminology work in new EU member states. This project has resulted in a centralized web-based terminology bank for languages of the new EU member countries interlinked to other terminology banks and resources (Tilde 2006: 11 – 12).

Definitely the best solution in translation of terminology is the relevant translation already provided by dictionaries or term banks. Nevertheless, it may happen that a needed term cannot be found there. There are two reasons why it may happen – the notion does not exist in the target language, or several terms are available for one term in the source language.

Firstly, with the onrush of technology, it appears that a term being created for the new notion simply does not have counterparts in receiving culture, as there is no such notion. Then a translator has to create a new term. In the book *Towards Consolidation of European Terminology Resources*, devoted to the above mentioned EuroTermBank project, terminology resource owners consider the following points to have an impact on the new terminology creation (Tilde 2006: 14):

- High quality in general terms means that they should be consistent, exhaustive, non-ambiguous, broadly accepted, etc.
- Availability means that terminology must be available to external users, i.e. users outside the particular organisation
- Speed and up-to-dateness are considered important in terminology creation, since the duplicate terms may appear which definitely would make the process of terminology conversion into other language more difficult.

Besides the provided goals, the legislation and the norms of language of the receiving culture should be taken into account, as it can strictly influence the creation of a new term.

To create a term that corresponds the above mentioned four points, three main approaches can be used – descriptive translation, transcriptions and loan translation. According to Zauberga (2001: 21 – 22) *descriptive translation* is used for translation of non-equivalent terminology. This method is often applied if the intended recipient is

general readership. Newmark (1988: 153) points out that descriptive translation is also used as a familiar alternative to avoid repetition, or, in the opposite case – to make a contrast with another term. The method of *transcription* can be called the antonym of the previous approach. It is more appropriate for specialized readership, because it is more recognisable for experts in the field who have the knowledge of the source language. The third method, *loan translation* (called also *calque*) is a coining of a native-element-based neologism. It means that a new term is created by translating literally or through-translating the parts of the compound or lexical units of the word combination.

Another case which appears more regularly is that several terms are available, and a translator has to decide what of them to put into the translation. As the terminology in majority of business spheres is not still standardized, it often happens that a translator has three or even more versions of one and the same word. For example, in order to translate a Russian logistic term *негабаритный груз* into English, a translator may face *OOG*, *oversized cargo* (these two variants, and about ten more that are not mentioned here, are provided by Multitran dictionary www.multitran.ru), *out of profile* (provided in the *Russian-English Dictionary of Transportation and Freight Forwarding Terms*, created by the *Freight Forwarders Association of the Russian Federation*, www.far-aerf.ru), and many other variants that appear on the corporate websites of the companies which specialize in transportation and logistics. Definitely, a non-specialist would never say if these are synonyms, or if these variants have any difference in meaning, or are just loan translations made by a non-professional translator. In this case, the only reasonable method seems to be searching of every variant for its popularity in a search engine.

Thus, in order to translate informative texts adequately, a translator has to be fluent in target language and its cultural specifics, understand the message of a source text and be able to reflect it in the target text. He or she also needs to have good knowledge in relevant terminology or experience in a particular field, or be able to find terms needed in online term banks, good bilingual dictionaries, or parallel texts of the same subject, or, in the worst case, to create them himself or herself using appropriate approach.

Now let us turn to the translation of operative texts. Zauberga defines operative texts as “reader-oriented texts in which the manipulative function prevails” (2004: 159). It means that the aim of operative texts is to create “behavioural responses” (Reiss

1971: 163) from the reader – for example some particular action or reaction. The methods used for achieving this aim depend mainly on the target readership. Nevertheless, there are several common strategies how to make the text persuasive. Some of the strategies are mentioned in the project *Foreign-language Communication on the eCommerce Websites*:

- Usage of the Imperative form, e.g.: *See the latest fashions; Add to cart; Enter your e-mail address*
- Usage of intensifiers (adverbs and adjectives) which increase the emotional impact of a statement
 - Adverbs of degree: *very, too, extremely, quite*
 - Adverbs of frequency: *never, sometimes, usually, seldom, often, still*
 - Adverbs of manner: *carefully, extremely, remarkably, fantastically, really*
 - Adjectives: *wonderful, good, extraordinary, easy, brilliant, amazing, etc.*
- Power Words – words that have special meaning and effect, i.e. words that, by referring to certain needs, trigger those needs in the reader. These words can be:
 - Safety-oriented: e.g.: *guaranteed, safe, secure, sound*
 - Greed-oriented: e.g.: *cash, deserve, money, free, results*
 - Control-oriented: e.g.: *easy, quick, proven, best*
 - Belonging/Identity-oriented: e.g.: *you, approved, favourite, new*
 - Trust-oriented: e.g.: *certain, good, proven, real, right, scientific, truth*All the above words are positive in so far as they aim to evoke good feelings.
- Short (Dramatic) Sentences
 - Short sentences are effective when making a point
 - When using phrases and single words, the reader gets the whole idea in one go. Short sentences are easy to remember, easy to understand and are considered a powerful communication tool.
e.g.: *Expect more of everything: More great design, more choices, more convenience, more service and clothes, housewares and designer-created items that you'll never find anywhere else. And pay less. It's as simple as that.*
(www.target.com)
- Alliteration – Use of the same initial consonants in consecutive words (e.g.: *Fashion meets function.*)

- Hyperbole – A boldly exaggerated statement that adds emphasis without intending to be literally true (e.g.: *Find the perfect gift for any occasion. Find everything you need to personalize your space.*)
- Temporal Language. The usage of Present tenses with words like ‘now’ and ‘today’ creates a sense of immediacy and urgency, making the present more important. These can be used to encourage decision making without further thinking.
- Repetition of words or phrases.

(http://moodle.seamk.fi/file.php/127/Contents/lafec_3_3_2.html)

These indications clearly illustrate that the language function of the operative text type is to make an appeal to text receiver. Language dimension is dialogic (Reiss 1978), for this reason in operative texts the above mentioned Imperative mood can be found. Besides the target text is appellative-focused, it also should produce the equivalent effect (Newmark 1988: 48) on the target reader, as the corresponding source text produces on the source reader. This means that a translator is freer in conversion of the form and content of the original (adaptive equivalent effect), in comparison with informative texts, and also other text types. Naturally, this does not mean that a translator may be untruthful to the original. As in the translation of informative texts the main requirement is to transfer information from the source text to the target text without any changes of data and facts, in the translation of operative texts the main requirement is to keep the source text message and to achieve the same effect on target readers, even using different words and notions.

The same as informative texts, operative texts may contain several components which translation should be taken into consideration:

- Cultural components in operative texts tend to be replaced by cultural equivalents
- Expressive components (unusual syntactic structures, collocations, metaphors, words peculiarly used, neologisms) have to be normalised or toned down (except in striking advertisements).
- Badly and/or inaccurate written passages should be corrected (the same as in informative texts) (Newmark 1988: 47).

There are several methods that can be applied to translation of operative texts. Zauberga notes that for operative texts “adaptive translation is required, determined by

the way the intended target language receivers are assumed to react to the text” (2004: 19). She enumerates four approaches for operative text translation. The easiest is *zero translation* which appears in case of very well known brand names and always supported by visual images. The next approach is *direct transfer* or *literal translation*. This approach is considered to be irrelevant for translation of operative texts, as it can spoil expectancy norm and change the source text function (Zauberga 2004: 20). Smith and Klein-Braley (1997) also support this position. They consider literal translation (they call it *straight*) “is the least preferred strategy at the level of international marketing, because it fails to adjust to the cultural demands of a new market” (cited in Snell-Hornby 2006: 136). The method of *adaptation* is mostly used in case there is a culture gap between the source and target recipient. Culture items are adapted to the ideas of target culture (e.g. Zauberga (1999: 18) mentions that German women are said to drink mineral water because it is healthy, while English women – because it is considered to be trendy). One of the most widespread methods nowadays is *localization* (or *revision*), which means that visuals are retained but the text is new written specially for target culture. It is usually applied by large companies with international markets (Zauberga 2004: 20). One more approach for operative texts translation is mentioned by Smith and Klein-Braley (1997, cited in Snell-Hornby 2006: 136). It is used for translation of advertisements and called *export advertisement*. The idea is that the logo and slogan are retained in original, adding a copy in target language if necessary, and at the same time the emphasis is put on positive stereotypes of source country. However, while using this approach, a translator has to be aware of historical specifics of the target culture. For example, large cultures tend to be “intolerant of foreign-sounding language”(http://www.elda.org/en/proj/scalla/SCALLA2004/Pymv2.pdf). At the same time smaller cultures “depend more vitally on translation and are usually more tolerant of not just foreignised language but also the presence of several languages at once” (ibid.). Another case when the export advertisement is considered reasonable is the case when a word play in the slogan appears, and this word play could not be translated into target language. For example, an advertisement campaign of Canon printers that took place in Latvian, in April of 2007: the slogan *you can* was retained in the original and provided also in Latvian – *tu vari*.

Thus, in order to translate operative texts adequately, a translator needs to recognize persuasive strategies in the text, understand its aim and functions. Besides

that he or she has to identify the target readership's, as well as the initiator's and the commissioner's requirements. Upon these requirements the translation strategy zero translation, direct transfer, export advertisement, adaptation or localization (revision) has to be chosen. It should be mentioned that the strategy of localization is the most widespread strategy, especially for the commercial operative texts, which in most cases appear on a corporate website. Regardless to the chosen approach, a translator also has to pay special attention to cultural and expressive components that may appear in an operative text, and correct badly or inaccurately written passages.

To sum it up, the texts that appear on a standard website can be divided into two types – informative and operative text type. Informative texts make the greatest part of a website; this is general information and news about the company and its development, and contact information. Operative texts are descriptions of products and services which the company provides to its customers. Nevertheless the major part of content is informative, it should be noted that even informative texts on a website aim to show a company to the best advantage, and therefore it may have also indications of operative text type. Newmark also indicates this feature:

“Most informative texts will either have a vocative thread running through them (it is essential that the translator pick it up), or the vocative function is restricted to a separate section of recommendation, opinion or value-judgement; a text can hardly be purely informative, i.e. objective” (1988: 42)

Also Reiss (1971: 164) notes that text types “do not always appear in their ‘fully realized form’”. Newmark (1988: 42) nevertheless, points out that despite text may include features of operative, informative, or other text types, one of them is always predominating. Munday (2001: 76), in his turn, underlines that the translation method employed depends not only on the text type. He states that “the translator's own role and purpose, as well as sociocultural pressures, also affect the kind of translation strategy that is adopted” (2001: 76). Since the sociocultural aspect plays an important role in creating of an adequate translation of a corporate website, it is essential to consider the role of target culture and possible mistakes that should be avoided in the process of a website content adaptation for the target readership.

Chapter 3

Website Localization

In this chapter the author of the paper considers different aspects of website localization. The chapter consists of three subchapters. The first subchapter deals with the notion of culture and its influence on the process of localization. The second subchapter examines the process of cross-cultural transfer, which embodies common standards, socio-cultural aspect and politico-legal aspect of localization. In the third subchapter several technical problems that may appear in translation between English and Russian versions are considered and exemplified.

3.1. Culture from the Standpoint of Localization

In the international marketing nowadays there is a tendency to globalization, which means that there is a trend to use a united strategy for several or even all target markets. This tendency involves standardization of consumer behaviours in many countries (a tangible evidence of the cultural homogenization), emergence of similar new categories of consumers on the international level (new transnational markets), and the introduction of international themes and icons thanks to the television networks and the pop music (movie stars and supermodels) (<http://www.translationdirectory.com/article60.htm>). The main advantage of this strategy is economy of expenses because of the standardization of the campaign.

However, this approach has also disadvantages that may become significant. The relevance and the influence of the local culture are still very substantial in many countries, and forced standardization may lead to serious losses of money (ibid.). That is why it is necessary to decide to what extent a target market is ready for standardization, how strong cultural traditions are, and how deeply the communication should be adapted. Sīlis points out that “misreading the specifics of the target group, culture and communication style can cause misinterpretation of the original message” (2006: 135).

Therefore before consideration upon communication strategies it is necessary to define what the notion of culture includes.

There is no clear definition of the term *culture*. Katan mentions the most quoted definition of the term provided by English anthropologist Edward Burnett Taylor: “Culture is that complex whole which includes knowledge, belief, art, morals, law, customs and any other capabilities and habits acquired by man as a member of society” (1999: 16). Although this notion may be considered through different perspectives, for example, the perspective of civilization, symbols, worldview, psychology, art, etc. In the context of this work we will consider culture as a complex of a particular way of life, traditions and language features of a target group – possible users of a translated website.

As it has been already mentioned, globalization to more or less extent has marked an imprint on almost every culture. But even if cultures have much in common, as for example, cultures of European countries, where knowledge, art, laws are alike, anyway hints of customs and habits may differ greatly. On the one hand, we can speak of cultural archetypes, which determine the behaviour of a particular target group. Archetype in this interpretation is “a generic, idealized model of something, object or concept from which similar instances are derived, copied, patterned or emulated” (<http://en.wikipedia.org/wiki/Archetype>). On the other hand, it should be noted that the archetypes of other culture are considered from the perspective of our own culture. For instance Russians consider Italians passionate, French romantic, and Englishmen conservative. If Englishmen find themselves conservative, it is another issue. Distinct attributes of every nationality may be easily found in anecdotes. It is interesting that these attributes may vary even in one culture, e.g. Russian, depending on the country a person lives in. For example, a Russian living in Russian attributes the feature of sluggishness to Latvians, while Russians living in Latvia think that sluggishness is more characteristic to Estonians. This example leads to the conclusion that the target group, for which the product is localized, may be influenced by the surrounding cultures. Therefore despite the level of culture impact on the target group, a translator has to understand that in order to choose the right communication style, he or she has to take into account features of the target group culture and also culture or cultures which historically have influenced or still influence the culture of the target group. Only then a translator is ready to start the process that is called *localization*.

The word *localization* is derived from the term *locale*, which can be defined in many ways depending on the source. In Cambridge Advanced Learner's Dictionary we can find the following definition of *locale*: "an area or place, especially one where something special happens, such as the action in a book or a film". Specific to a programming context, a locale defines all regional standards supported by a software product, such as date/time formats, sorting standards, currencies, and character sets (Esselink 2003: 67). For the technical process a *locale* is understood as "a collection of files, data, and sometimes code that contains the information needed to adapt ... [a product] to local market needs" (Sun Solaris Operating System Manual, cited in Esselink 2003: 67). Nevertheless, in this paper *locale* is considered in its meaning of a combination of language and a region or country. Therefore, *localization* is adaptation "to the degree that the recipient may perceive that the target text as having originated in the source culture" (Zauberga, 2004: 154). The Localisation Industry Standards Association (LISA) provides the following definition of localization: "Localisation involves taking a product and making it linguistically, technically and culturally appropriate to the target locale where it will be used and sold" (cited in Esselink 2003 : 67). Making a product linguistically appropriate to a particular market basically means translating it, and making it technically appropriate means adjusting all product specifications to support standards in the target market. Cultural adaptations are modification of the source text to reflect situations and examples common in the target market (ibid.). In the next two subchapters the cultural and technical adaptation is considered.

3.2. The Process of Cross-Cultural Transfer

The process of cross-cultural transfer embodies mainly the translation of cultural words. There are two opposite ways how cultural words can be reflected in the target text – by means of transference or by means of translation. Transference "enables the readership ([...] more or less familiar with SL) to identify a reference [...] without difficulty" (Newmark 1988: 96). For example, for many Latvian-speaking *MS Windows* users the word *fails* transferred from English *file* is more familiar than a translated variant *datne*. On the other hand, it is considered that transference "blocks

comprehension, emphasises the [source] culture and excludes the message” (ibid.). If to take the same example with *fails* and *datne*, for new users *datne* would be more preferable, as it explains what the icon means. But here we should raise a question – is it relevant to translate a word for the small group of new users, if the majority of users are familiar with transferred word? From the point of view of this majority – “no”, but to answer this question finally, one should take into account Latvian legislation and tendencies in Latvian terminology. So the question is still open.

Therefore it is mostly in translator’s competence to decide which cultural components of the source text will be translated in the target text and which will be transferred. For example, Newmark argues that “the names of source language objects, inventions, devices, processes to be imported into the TL community should be [...] translated” (1988: 96). If they are brand names, or cultural objects or concepts, related to a small group, they have to be transferred. Newmark (ibid.) also considers that transfer is necessary to the names of all living and most dead persons (with only some exceptions), geographical and topographical names, unless they have recognised translations (adding a classifier where necessary), names of periodicals and newspapers, titles of yet untranslated literary works, names of private companies and institutions, names of public or nationalised institutions, unless they have recognised translations, and street names and addresses. Geographical terms, according to Newmark (1988: 35) should be looked up in recent dictionaries, as they tend to change sometimes with the political status changing. Classifiers should be given to any place likely to be unknown to the readership. Nevertheless, these standards may change. Every country has its accepted norms in translation of cultural words, and they are to be preserved. These norms are influenced by aspects that are called socio-cultural and politico-legal component.

According to Guidere (<http://www.translationdirectory.com/article60.htm>) the socio-cultural component embodies the local particularities stemming from religion, mores, social and commercial habits, rules of conduct and ethical norms. A translator has to be a professional of culture, being able to decode and encode the cultural signs. Special attention has to be devoted to the social clichés and cultural stereotypes in use in the hosting societies (i.e. the representation of oneself and of others, ethnic preferences, religious convictions, national spirit, etc.). Especial attention in the process of localization has to be devoted to idiomatic expressions, metaphoric constructions and metaphors; physical stereotypes, ethical arguments, and slang.

All of these cultural elements could play an important role not only in the good understanding of the operative or informative message, but also, in its success in the target market. Having disregarded the importance of these elements, numerous multinationals learnt it to their cost. For example, *General Motors* had to change the name of their car *Chevy Nova* in Spanish markets after they had realized that the selling rate is so low because “no va” in Spanish means “won’t go”. Another car company, *Toyota*, despite the very right decision that the combination of several letters and numbers would not cause cultural problems, had to change the name of the car *Toyota MR2* in France. MR2 there was pronounced "emm err deux", which was a near homonym for "emmerde", which means manure. Now it is marketed as simply MR. *The Coca-Cola* concern faced a similar, yet more complex problem. The *Coca-Cola* name in China was first read as "Ke-kou-ke-la", meaning "Bite the wax tadpole" or "female horse stuffed with wax", depending on the dialect. The company had to research 40,000 characters to find a phonetic equivalent "ko-kou-ko-le", translating into "happiness in the mouth" (<http://www.badpets.net/Humor/Dumb/SillySlogans.html>). Sometimes cultural peculiarities are so strong that they can influence not only local but international advertisement campaigns. As an example a campaign of *DHL* that was published in Latvian newspapers in March, 2007 can be mentioned. The artwork of the advertisement consisted of two parts. On the top there was a *DHL* courier getting out of hatch in Riga just in front of the House of Blackheads. At the bottom there was some China temple shown upside down. The fact that the China temple was depicted upside down has caused an international scandal. In the last moment *DHL* had to change the artwork, putting the temple on the top, and the House of Blackheads vice versa. These examples vividly demonstrate that the cultural signs could be a source of problems in the commercial communication. Nevertheless, if studied deeply, they can optimize the beneficial effects by meeting the local consumer's wishes of identification and complicity.

The second important component in localization according to Guidere (<http://www.translationdirectory.com/article60.htm>) is the politico-legal component. It embodies the local particularities stemming from the nature of the political system, the stage of opening onto the world, the restrictions imposed on advertisements and the regulations related to information and to certain products. The politico-legal component appears in two aspects: from the perspective of society, influenced by the political system it lives in, and from the perspective of legislation of the country, for which the

translation is made. The first aspect can be illustrated by the following example. A recent complex research was produced by Paul A. Pavlou and Lin Chai (<http://www.csulb.edu/web/journals/jecr/issues/20024/paper4.pdf>). It aimed to study what drives e-commerce across cultures. The authors of the article have applied a theory of planned behaviour, outlined by Icek Ajzen in 1988, which identifies the importance of assessing the amount of control an individual has over behaviours and attitudes (<http://www.answers.com/library/Encyclopedia+of+Public+Health-cid-601856197>), to capture behaviour intentions to transact online in two dissimilar countries – China and the United States. The research has been done according to several cultural dimensions, namely, individualism/collectivism, power distance, and long-term orientation. The United States were proposed to be high on individualism, moderate to low on power distance, and short-term oriented. China, in its turn, was high on collectivism, high on power distance, and had a long-term orientation. They found out that the relationship between attitude and transaction intention was significant for collectivist culture, but insignificant for the individualistic culture. Similarly, social norm was strongly related to transaction intention in China, and insignificant in the United States. On the other hand, such factor as trust was a significant predictor of attitude and perceived behaviour control in both countries, suggesting that trust is a universal driver of e-commerce. The research has proved that for the United States and China different localization strategies should be used.

Country legislation norms also play an important role in website localization. On the one hand, it regulates the content of operative texts and advertisements available on a corporate websites. For instance, in Latvia, in any advertisement of a car it is necessary to mention the amount of fuel it consumes per one kilometre, and the amount of CO₂ it ejects to atmosphere. On the other hand, a translator has to take into account the legislation of language norms, for example translation or transferring of brand names. For example, according to Russia legislation, the brand names of foreign companies have to be transliterated to Cyrillic symbols, although as a rule brand names are usually transferred. The relevance and influence of these parameters are certainly varied according to regions and countries but overlooking them leads undoubtedly to the reduction of the effectiveness of the campaign.

3.3. Language Differences as Technical Problems in Website Translation

The last, but not the least aspect that should be taken into account when translating a website is possible differences in a source and target language that can influence the technical stage of multilingual website creation. These technical aspects may be divided into three categories – the adaptation of all kinds of measurements, the adaptation of colours, and the adaptations caused by the differences in the grammatical structure of a source and target language.

The way of writing dates and hours, weights and measures, currencies and addresses often vary depending on countries and languages. If in translation of literary texts the question “to convert or not to convert” may be solved by every translator individually according to the purpose - to create an image of foreign reality or to make the action closer to the target culture, in case of website translation the text should contain the measures that are familiar to the target reader. For example, if the thousands separated by commas in English version, will be not localized in Russian version, this could cause misunderstandings, as in Russian language comma stands for separation of decimal part of a number. The more understandable the information is the more time will be spent on the website.

The meaning of colours and the symbols could be contradictory from one region to another. Therefore it also has to be taken into account. For example, red, on the one hand, is warm, dynamic and vital, it is the colour of love; and on the other hand, red is the colour of aggression and misfortune. For Russians this colour is usually associated with holiday and beauty, and for China it means kindness and bravery. At the same time it is international colour of warning and also stop-signal. Yellow, in its turn, is a sign of death in Syria, despair in Brasilia, power in China, prosperity in USA, and separation and unfaithfulness in Russia. Blue means faith for Americans and mourning for Chinese. Black is a sign of difficulty for Americans, mourning for the most of Western countries, but for Japanese it is the colour of joy. (<http://www.rosdesign.com/design/kolorreclofdesign.htm>). Of course, this does not mean that these colours should be necessarily substituted. Nevertheless, a translator has to take into account that some colour tones or combinations of colours may produce negative effect. Symbols, which are usually stand for some services available at a

website, also should be considered, and the explanation of the symbol should be provided, even if it seems to be understandable for everybody.

The grammatical structures of source and target language may cause problems in the process of translation as well. These differences are especially important for website translation, because the work of translator depends not only on marketing purposes. Technical demands, characteristics of programming code, and space limits should be preserved in order to create a working multilingual website. For example, the problems may be caused because of the grammatical structure of a language. English language is analytical; its characteristic feature is the absence of declinations, which simplifies the creation of English version. Russian and Latvian languages are synthetic, which means that the different word forms are used. In English words usually are shorter than in Russian, but due to the absence of endings there are many function words, e.g. pronouns and prepositions. Therefore the amount of words in English texts is usually higher. On the other hand, the relation of signs in translation from English to Russian usually is as 1: 1.2, that means that version in Russian may occupy more space than that in English (<http://www.sms-automation.ru/support/articles/Localization.pdf>). Besides, space limits are sometimes required. For instance, for translation of navigation bar or URLs in some cases there is a demand for translated version to be approximately the same size as in the source text. Abbreviations also may cause problems in translation. It can be illustrated by the attempts of translation of an English abbreviation *FAQ* (*Frequently Asked Questions*) that is used for a helpful link to questions and answers in a field a website is about or in the usage of a website itself. If to follow the common strategy in abbreviation translation, in Russian it should be *ЧЗВ* (*Часто Задаваемые Вопросы*), although this variant did not become popular. Later another variant *ЧаВо* was found. On the one hand, it solved the problem of space, and at the same time gave associations with the process of questioning, because *чаво* is a slangish word for the interrogative *что*. But on the other hand, because of the slangish connotation, this variant is not in use in large corporate websites. In some websites zero translation is used and the abbreviation *FAQ* remains in English in every language version. The other considerable problem is the dynamic nature of the text in a website. In the program code it is divided into parts, and some of these parts may change, being influenced by other parts of the code. For example, let us compare a standard phrase in English and Russian:

_____ comments are added to this article.

К этой статье добавлено _____ комментариев.

These phrases would be grammatically correct if there are 2 or more comments for English version, and 5 – 20, 25 – 30, 35 – 40, etc. comments for the Russian version. But in practice there may be 1, 22 or 54 comments. If with the English version we may solve this problem, putting ending –s in comments into brackets, and removing *are*:

_____ comment(s) added to this article.

in the Russian version this will not be as simple. Firstly, because there are 3 different endings of the word *комментарий*, depending of the amount of comments: *комментарий* for 1 comment, *комментария* for all amounts of comments ending with 2, 3 or 4, and *комментариев* for all amounts of comments ending with 5, 6, 7, 8, 9. Secondly, as the object *комментарий* should agree with predicate *добавлен*, we receive 2 versions of the predicate: *добавлен*, *добавлено*. In this case the solution with brackets will not work:

К этой статье добавлен (-но) _____ комментарий (-я), (-ев)

There are two possible ways out. The first is to sacrifice grammar for better legibility, leaving the Russian phrase unchanged as in the first example. The second is to remove word that grammatically may change. In this case the solution may be just leaving one word:

Комментарии or, if it is important to keep grammar:

Комментарий (-и)

These are only few examples of the difficulties what may occur in translation from one type of language into other. The example of English and Russian languages seems complex, although only if not compared to for example Arabic, Hebrew or Japan, where a translator and localizer face also different fonts, writing right-to-left, and other characteristics, that often cause problems when translating from English.

To sum it up, in order to produce a localized language version of a multilingual website, a translator has to be aware of the accepted standards, and of the socio-cultural and politico-legal aspect of localization. This includes not only the appropriate rendering of dates and measurements, but also knowledge in variety of different aspects, starting from cultural clichés and slang, and ending with state legislation . Besides, a translator in the process of localization has to overcome certain difficulties stemming from the technical features of a website programming code.

In order to prove the relevancy of the provided hypothesis, it is necessary to compare the content of different language versions of the corporate websites. Therefore, in the practical part of this paper several multilingual corporate websites are analysed according to the application of the provided theoretical aspects in the real corporate websites.

Chapter 4

Analysis of Corporate Websites with Latvian, Russian and English language versions

In this chapter the author of the paper intends to compare the translation strategies used in a number of websites from Latvia. These are the websites of local or international companies that have Latvian, Russian and English versions with the similar content in each of them. There are two main problems that have appeared while selecting the text for analysis. Firstly, as the design of websites is so much different, it is impossible to find a number of websites that would have the equal design strategy and number of parts. That is why for analysis more or less standard variants from several business spheres are chosen. Secondly, it is difficult to ascertain with exactitude which of three versions appears to be the source text. Therefore, the author of this work suggests that the most accurate in terms of language and style variant is the source text. Implicitly the order to language versions appearing on a website also can indicate which language is the source, as in some websites there is a tendency to put this language first. To this reason, the examples from the websites will be listed accordingly to the order of language versions presented in each of the websites under consideration. Nevertheless, as it can be seen in the examples, a more complex division may appear, if for example, a Latvian version is a source text for translation into Russian, which in its turn became the source text for translation into English.

A special criteria list has been prepared for the analysis of the given corporate websites. This list can be found in the Appendix 1. Structurally, the analysis of each of the corporate websites is presented in four stages. The first stage is a brief description of a company owning a corporate website was presented. The second stage is the description of web design, and the analysis of logo and slogan translation (if available). In the third stage a consideration of informative and operative texts presented in a website is made for each of the navigation bar sections. In the fourth stage the relevant conclusions are made and suggestions for improvement are offered.

4.1. TVA Group Corporate Website

TVA Group is a group of seven companies, established in Latvia. These companies have different lines of activities - freight forwarding and logistics, construction, utilisation, insurance, and aviation. TVA Group corporate website is available from <http://www.tva.lv>. The website consists of five main sections: *About TVA Group*, *Branches*, *News*, *Vacancies* and *Contacts* (Appendix 2). Information is available in three languages: Russian, Latvian and English. Having analysed all three versions of the website the author of the work considers that Russian version is a source text, from which the translations into Latvian and English were produced.

Web design is identical for all three versions. The background is white, left side of the top is dark-blue. On the top of the page the logo and the slogan of the company are arranged. The logo is on the left side and the slogan is on the right side on the dark-blue background. Slogan sounds as *Trusted. Valued. Advanced.* and appears in English in every language version.

The name of the first section is *O TVA Group* in Russian, *Par TVA Group* in Latvian, and *About TVA Group* in English version. The text in this section can be divided into two parts. In the first part, which is about one third of the text, brief information about the companies of the group and their activities is provided. The second, larger part has a more persuasive character, as the advantages of the company are described there. The stress is on the development of the company, which is indicated by such power words as *one of the leading*, *perspective*, *advanced*, *continuously developing*, and on the trust-oriented words: *long-term relations*, *responsibility*, *result-achieving cooperation*. Therefore, the text has both informative and operative function, although the operative function prevails. The informative function appears in translation of the names of the companies and their activities, and is transferred adequately. Despite still slight differences of meaning appear in the English version.

For example:

В TVA Group входит **компания TVA с опытом работы более 10 лет** – одна из ведущих транспортно-экспедиторских компаний в Прибалтике.

TVA Group ietilpst **uzņēmums TVA ar 10 gadu darba pieredzi** – viens no Baltijas valstu vadošajiem transporta, ekspeditoru un preču pārvadātāju uzņēmumiem.

TVA Group includes **the "TVA" company, which has been operating for over 10 years as one of the leading freight forwarders** in the Baltics.

In the Russian and Latvian versions the sentence means that *TVA Company*, which at present is one of the leading companies in its sphere in the Baltics, is a part of the *TVA Group*. From the English translation it can be understood that *TVA* is one of the leaders in this field from the beginning of its activity, which is doubtful. Besides, in English version quotation marks in the name of the company are unnecessary.

Another example of inaccurate translation is the following:

Наши партнёры высоко ценят ответственность, с которой сотрудники TVA Group подходят к своей работе, и **результаты, которых мы достигаем в процессе сотрудничества**

Mūsu partneri augsti novērtē atbildību, ar kādu TVA Group darbinieki izturas pret savu darbu, un **rezultātus, ko mēs gūstam sadarbības procesā**

Our partners highly value the responsibility and the **result-achieving cooperation with which employees of the TVA Group perform their work**

In the Russian and Latvian versions partners appreciate the results of cooperation between the company and its partners. In the English variant cooperation is referred to the process of work of the *TVA* employees.

The name of the second section is *Направления* in Russian, *Nozares* in Latvian, and *Branches* in English version. This section consists of more detailed description of *TVA Group* companies and their services. For analysis the section of *TVA Ltd* is taken. The text is to greatest extent informative. As the company is dealing with transport and logistic services, there are different logistics terms appearing in the section. For example:

доставка **цельных, сборных и негабаритных грузов** (включая **ADR**) автомобильным, железнодорожным и морским транспортом из европейских стран в Прибалтику и **страны СНГ**

kravu piegādi **veselā, atsevišķu daļu un nenoteiktu gabarītu kravu veidā** (ieskaitot **ADR**), izmantojot autopārvadājumus, dzelzceļa un jūras transportu no Eiropas valstīm uz Baltijas un **NVS valstīm**

delivery of **one-piece, assembled, oversized freight** (including **ADR**) by motor transport, railway and sea, from European states to the Baltics and **CIS**

Especially difficult in translation of logistics terms is non-standardized terminology in the sphere of transportation. Both the reason and the consequence is that many companies introduce their own lists of terminology on their corporate websites to define specifics of the services they provide (http://www.iteam.ru/publications/logistics/section_80/article_2971/). But in case such list of terms is not provided on a website, it is preferable to use at least partially accepted terminology or contact term banks, not introducing new terms if not specially required. Concerning the examples provided, only the term *oversized freight* is widely used in the list of services provided online by transportation companies as a translation for *негабаритный груз*. Therefore despite several other variants can be possible, this is considered adequate translation. For Latvian variant of this term literal translation is used unsuccessfully, because *nenoteiktu gabarītu* means that the size of the freight cannot be measured, while the idea is that some or all dimensions of freight are not standard. If the translator consulted term banks available online, he or she would find that for *негабаритный груз* at least two accepted Latvian variants are possible - *lielizmēra* from the *EuroTermBank* and *virsgabarīta krava* from the term database of *Tulkošanas un terminoloģijas centrs (TTC)*. For *цельный груз* in Latvian version a translator uses variant *veselais kravu veids*, where *veselais* could be acceptable, but it contains the connotation of “not-damaged”, that is why the variant *viengabala* provided by *TTC* is more precise. *Viengabala* would correspond also to English variant *one-piece freight* which despite being not widely used still explains well the meaning it contains. The explanative translation of *сборные грузы* into Latvian as *atsevišķu daļu krava* is not reasonable, as there is a standard term *kombinēta krava* provided by *TTC*. For the translation of this term into English the translator uses loan translation - *assembled freight*, despite for this notion there is widespread term *package freight*.

Talking about the abbreviations used in the example, in every version the international abbreviation *ADR* is used for defining transportation of dangerous goods (from fr. *Accord Dangereuses Route*). If in English version it can be acceptable, then in Russian and Latvian versions it is still advisable to add descriptive translation, for example, *включая опасные грузы (ADR)* or *ieskaitot bīstamas kravas pārvadājums (ADR)*, as for non-specialists this abbreviation would say nothing. Another abbreviation

that appears in the example is translated adequately (*страны СНГ – NVS valstis – CIS*). Here the additional descriptive translation is not necessary as the abbreviation is familiar to the majority of readers.

Some of the terms are translated using loan translation, for example, *таможенная очистка* груза is translated as *clearing of freight*, despite there is a standard term *freight clearance*. Another example, which shows that the translator is not familiar with the logistic terminology, is the following:

все работы по транспортировке, хранению, **перетарке** и таможенному оформлению будут выполнены **в срок**, с гарантируемым качеством "TVA".

visi transportēšanas, uzglabāšanas, **tarificēšanas** un muitas formalitāšu kārtošanas darbi tiks izpildīti **laikā** ar uzņēmuma TVA garantētu kvalitāti

all transportation works, storage, **re-qualifying**, and customs processing shall be performed in **a timely fashion**, with the TVA quality guarantee

Перетарка is professionalism, although widely used term for refilling of cargo from one container to another. Usually is translated into English as *reloading*, but the translator decided to name it *re-qualifying*. In Latvian variant for unknown reason *перетарка* is translated as *tarificēšana*, which means *tarriffing*. Possibly the translator thought that *перетарка* is derived from word *маруф*, but not *мара*. *Перетарка* in Latvian variant should be *pārkraušana*, as this is the accepted Latvian term (*TTC*) for this service. *В срок* is a neutral word that has to remain neutral in other language versions. In Latvian version *laikā* is acceptable, but in the English version *in time* or other equivalent is advisable, as *a timely fashion* is more colloquial and is not appropriate for creating of the mood of reliability.

One sub-section is also of the particular interest to us. It contains scanned documents which acknowledge the legality of company's activities, and different kinds of certificates in Latvian and English. No explanation is provided to these documents, which would diminish their value to the potential customers of the company, who does not know both Latvian and English. It is strictly advisable to provide captions to every of the documents in Russian, Latvian, and English version.

The name of the third section is *Новости* in Russian, *Jaunumi* in Latvian, and *News* in English version. While the visitors of Russian and English versions would look

for the latest news about the company in this section, visitors of Latvian version may be confused, as *jaunumi* usually means something totally new, innovation, specialty, and meaning of “news” is only in the third position (Latviešu valodas skaidrojošā vārdnīca, <http://www.ailab.lv/Vardnica/>). That is why it is advisable to change the name of the section into *Ziņas*, which is closer to Russian and English variants. The amount of information provided in this section is different for language versions. In the Russian and Latvian versions up-to-date news reports are provided. Unfortunately, English-speaking website visitors can find only news dated from year 2006.

The fourth section is called *Вакансии* in the Russian, *Vakances* in the Latvian, and *Vacancies* in English version. There are seven vacancies in Russian and Latvian versions, and only four in English version. Despite in English version there is a vacancy for accountants which is absent in Russian and Latvian versions. As the list of vacancies is identical in Russian and Latvian versions of the website, it is obvious that English one is not up-to-date.

The name of the fifth section is *Контакты* in the Russian, *Kontakti* in the Latvian, and *Contacts* in the English version. The section consists of the companies' addresses, phone, fax, and e-mail numbers, the same as photographs and employees' contact information. Addresses in Russian, Latvian, and English versions are transliterated – in Russian version into Cyrillic symbols, and in English version without lengthening marks. The order of address information is presented according to the norms of corresponding languages, namely in Russian and Latvian the street name is before the number of the building and office, and in English the office number is in the first position. Despite, in Russian a comma between the street name and office number is missing – although it seems to be common in the latest way of writing addresses, possibly to the calque from Latvian; and in English version it is still advisory to put the word “street” after the street name, as it is more convenient for English-speaking people. For Russian and English variants the name of the country – Latvia – should be added, as company is working not only with local partners, but also on international level.

On the whole the Russian, Latvian and English versions of the *TVA Group* corporate website translations are of acceptable quality. Nevertheless, there are slight differences in meaning between the information provided in the Russian/Latvian and

English versions, possibly due to the lack of a translator's professionalism. Some terms should be looked up in a good bilingual dictionary, as at the moment they are translated literally that is unacceptable for a business company working in the international market. It is also advisable to translate the latest news into English in order to show the development of the company to the English-speaking visitors of the website, and to provide captions in the documents' section in order to increase the reliability of the company in the eyes of its Latvian-, Russian- and English-speaking customers and partners. The slogan of the company also should be translated, as it brings a certain operative message, which should be understandable also to those visitors of the website, who does not have good knowledge of English.

4.2. LUKoil Baltija R Corporate Website

LUKoil Baltija R Ltd is a subsidiary of *LUKoil*, a Russia-based oil exploration, extraction, refining and selling company. *LUKoil Baltija R* corporate website is available from <http://www.lukoil.lv>. The website consists of seven main sections: *About the Company, Petrol Stations, Wholesale, Cards, Bunkering, Products and Services* and *Contact Us* (Appendix 3). Information is provided in Latvian, English and Russian languages. Having analysed all three versions of a website the author of the work considers that Latvian version is a source text, from which the translations into Russian and English were produced. Nevertheless as *LUKoil Baltija R* is a subsidiary of a Russian company, it is considered that the parts similar with its parent company (for example, slogan) are translated into other languages from Russian.

Web design is identical for all three versions. The background is white, some graphics are bright red. On the top of the page two logos and the slogan of the company are arranged. The corporate logo of *LUKoil* is arranged on the left side, and the anniversary logo of *LUKoil* is arranged on the right side. If the corporate logo appears on each version as it is, the anniversary logo is translated into Latvian, English, and Russian in the corresponding language version. This is probably to the reason that anniversary logo is specially created to inform that company is working in the market already for fifteen years, and the leaders of the company want its Latvian-, Russian-, and English-speaking partners and customers to know it. The slogan is situated in the

middle, slightly lower than the logos, on a brightly red background. The slogan is originally from Russian, being translated into Latvian and English.

Russian: *Всегда в движении!*

Latvian: *Vienmēr kustībā!*

English: *Always moving forward!*

As it can be noticed in the English variant a specification – moving *forward* is introduced in order to produce the same positive connotation as in Russian and Latvian versions.

The name of the first section is *Par kompāniju* in Latvian, *О компании* in Russian, and *About the Company* in English version. In this section brief information about company's services, some data about the amount of equipment and administration of the company are provided.

Šodien "LUKoil Baltija R" ir viena no vadošajām kompānijām, kuras strādā Latvijas **naftas produktu vairum un mazumtirdzniecības tirgū**. Uzņēmumam pieder 2 naftas bāzes un 34 degvielas uzpildes stacijas, no kurām 25 stacijas ir aprīkotas ar moduļiem **auto gāzes** tirdzniecībai.

Сегодня "LUKoil Baltija R" – это одна из ведущих компаний, работающих **на оптовом и розничном рынках нефтепродуктов** Латвии. Предприятию принадлежат 2 нефтебазы, 34 автозаправочная станция, 25 из которых оборудованы модулями по торговле **автомобильным газом**.

Today "LUKoil Baltija R" Ltd is one of the leading companies, operating **in wholesale and retail market** of Latvia. The company owns 2 oil depots and 34 fuel filling stations, of which 25 stations are equipped with modules for selling **LPG**.

From the provided example, it can be noticed that a translator of English version has forgotten to translate the sphere in which the company is operating. *Auto gāze* is adequately translated into Russian as *автомобильный газ*, while in the English variant the widespread abbreviation *LPG* that stands for *liquefied petroleum gas* is used. In a whole, English version seems to be not up-to-date, because in Russian and in Latvian version the Chairman of the Board is already another person.

There are several subsections in this section: news subsection, available only in Latvian and Russian versions, advertisement subsection – not updated in Latvian and Russian versions and blank in English version, and publication subsection, providing the list of articles from Latvian newspapers. Articles are provided only in the language they were published, i.e. Latvian or Russian.

The name of the second section is *Degvielas uzpildes stacijas* in Latvian, *Автозаправочные станции* in Russian, and *Petrol Stations* in English version. This section has only informative function – it provides a list of petrol stations in Latvia in the form of table. The table consists of the following data: the name of a petrol station, its address, current prices for different kinds of petrol, and eight symbols which mean services, available at the stations. In Russian version names of streets and districts are transliterated, kinds of streets are translated (e.g. *ļos.* - *шоссе*, *bulv.* – *бульв.*), the order in address is according to Russian language norms, with comma between street name and building number. In English version the way of writing of street and district names are left as in Latvian version, kinds of streets are translated (e.g. *ļos.* - *motorway*, *bulv.* – *blvd.*). The decimal numbers that stand for petrol prices are separated with dot in each of language versions. The symbols that stand for services are quite understandable, at least for Latvian- and Russian-speaking visitors. Still it would be advisable to provide a brief explanation of symbols in the end of the page. Especially it concerns the last symbol – the logo of Latvian insurance company *BTA*. Latvians and Russian-speaking residents of Latvia may recognize that this symbol stands for the possibility to purchase insurance policies at the petrol station, but for other visitors of the website this symbol is unknown.

The name of the third section is *Vairumtirdzniecība* in Latvian, *Оптовая торговля* in Russian, and *Wholesale* in English version. In this section the information how to purchase oil products by wholesale is provided. The section consists of both informative and operative texts. While Latvian and Russian versions satisfy both informative and operative functions, then several places in English variants do not correspond to the operative text rule - to achieve particular action or reaction from the reader. The English text seems to be translated word-for-word, and therefore looks more informative than persuasive, for example:

SIA "LUKoil Baltija R" mērķis ir pastāvīga savas daļas palielināšana naftas produktu piegādes un realizācijas tirgū, godīgas konkurences apstākļos. **Tā pamatā ir** kvalitatīvs produkts un ātra klientu apkalpošana

"LUKoil Baltija R" **Ltd** aims at continuous increase in its share in the market of supply and sales of oil products, in conditions of fair competition. High quality products and speedy customer service **lie at the basis of this aim.**

Целью SIA "LUKoil Baltija R" является постоянное увеличение своей доли на рынке поставки и реализации нефтепродуктов на основе честной конкуренции. **Основу для этого составляют** качественный товар и быстрое обслуживание клиентов.

If in Russian and Latvian versions the collocation *составлять основу/ būt pamatā* is widely used in everyday speech, then in English version *lie at the basis of* is more appropriate for scientific style, and thus it is not the best alternative. Possible variant could be: *The Company achieves this aim by offering high quality products and speedy customer service.* Besides, in Russian variant a translator left the type of company not translated from Latvian, although in other parts of the website it is changed. Another literal translation can be found in the last line of the section.

Piegādes nosacījumi, laiks un apmaksas veids – **pēc vienošanās**

Conditions and time of delivery, and kind of payment – **according to negotiation**

Условия поставки, время поставки и способ оплаты **по договоренности.**

Due to the incorrect translation for English-speaking visitors of the website the process of fuel delivery would seem complicated, because *negotiation* means more long discussion, which not always leads to agreement. That is why it is advisable to change this collocation for *by agreement*, which is a neutral and widely used translation for *pēc vienošanās*.

The name of the forth section is *Kartes* in Latvian, *Карточки* in Russian, and *Cards* in English version. This section provides information about possible *LUKoil* credit and discount cards and their advantages. The text is both informative and operative, the operative function prevails, because the aim of the text is to persuade readers to choose the credit, discount, or other type of cards provided by *LUKoil*. This is

achieved by using of intensifiers, such as *the most, very*, different kinds of power words, such as identity-oriented *you*, convenience-oriented *simple and convenient*, safety-oriented *protects*, greed-oriented: *without charge, discounts, free credit*. For the description of the LUKoil discount card even hyperbole is used:

Jūs saņemsiet **īpašas tikai Jums pieejamas** atlaides

Вы получите **особые только Вам доступные** скидки в Латвии

you will get **special** discounts

This example shows that the hyperbole used for Latvian and Russian versions of the text, is absent in English.

The name of the fifth section is *Bunkurēšana* in Latvian, *Бункеровка* in Russian, and *Bunkering* in English version. Bunkering is the process of supplying a ship with fuel. In this section a lot of terminology that describes the process of bunkering can be found:

Bunkurēšana [...] sevī ietver: **naftas produktu** pieņemšanu, izmantojot dzelzeļa transportu, to pārkraušanu un uzglabāšanu noliktavas rezervuāros, nepieciešamās kvalitātes naftas produktu sagatavošanu, to iekraušanu bunkurētājkuģos, piegādi un **pārkraušanu** no bunkurētājkuģa uz pasūtītāja kuģa **degvielas tvertnēm**

Бункеровка [...] включает в себя: прием **нефтепродуктов** по железной дороге, **перегрузку и хранение** их в резервуарах склада, подготовку топлива необходимого качества, погрузку на **плавбункеровщики**, доставку его до судна – потребителя и **перекачку** из плавбункеровщика в **топливные танки** судна

Bunkering [...] includes: receiving **oil products** via railway transport, their **handling and storage** in depot containers, preparing oil products of the required quality, loading into **bunkering vessels**, delivery and **transshipment** from bunkering vessel to the **fuel tanks** of customer's vessel.

The translator has managed to translate the terms adequately. Unfortunately it cannot be referred to the operative function of the text. For example:

SIA "LUKoil Baltija R" bunkurēšanas nodaļa ir izveidota **samērā nesen** – 2001.gada septembrī. Neskatoties uz to, kompānija pa šo laiku ir ieguvusi **lielu pieredzi** dažādu kategoriju naftas produktu bunkurēšanā.

LUKoil Baltija R" Ltd Bunkering department was established **quite recently** – in September 2001. Nevertheless, the company has gained **great experience** in bunkering oil products of different types since then.

Отдел бункеровки "LUKoil Baltija R" образован **сравнительно недавно** – в сентябре 2001 года, но за время, прошедшее с того момента, компанией был приобретен **большой опыт** по бункеровке нефтепродуктов различных категорий.

The idea of this extract is to create the image that despite the company is offering bunkering only for several years, this service is in demand and the company have collected the experience needed for qualitative service. In Russian version this idea is achieved, while in English version phrases *quite recently* together with *great experience* produce the effect of boasting and hyperbole, which should be avoided.

The name of the sixth section is *Produkti un pakalpojumi* in Latvian, *Продукты и услуги* in Russian, and *Products and Services* in English version. In this section the products and services offered by the company are described in more detail. This section, the same as previous, contains a lot of terminology related to oil products, law, geography, and chemistry. In this section in contrast to the subsection with fuel rates, decimal numbers are localized according to the standards of every language:

sēra saturs ir mazāks par **0,05%**

количество серы меньше чем **0,05%**

with sulphur content less than **0.05%**

As we can see, in the Latvian and Russian version a comma is put before the decimal part of the number, and for English version dot is used. The difference in localization between this section and fuel rates subsection can be explained by the technical reason - fuel rates are changing every day and it takes more time to convert them to dots and commas, at the same time Russian-speaking visitors would not misunderstand these rates, even if dot is used.

The name of the last section is *Kontakti* in Latvian, *Контакты* in Russian, and *Contact Us* in English version. In this section the types of the company's departments are translated; addresses in all version are presented according to the norms of the

corresponding language, namely in Russian the street name is the first, and in English the office number is the first. In Russian version a comma between the street name and office number is missing, despite it is present in the subsection of fuel rates. In the Latvian variant six departments are available, the same as in Russian version, besides in English version only four departments can be found. If it is done on purpose or not - that the contacts of the retail department are not available for English-speaking visitors of the website, is unknown.

In the whole the translation of LUKoil Baltija R corporate website is done adequately and according to localization norms accepted in each language version. The translator had to face the great amount of terminology from different fields, such as oil production, chemistry, geography, etc. It can be assumed that the translator has consulted different dictionaries and term databases; therefore no literal or descriptive translation is used. While the informative function of the website has been done excellently, the operative function has to be revised for the English version of the website. At the moment because of word-for-word translation it loses its persuasive character.

4.3. SHANNON Corporate Website

Shannon Ltd. is a Latvian company offering solutions for financial, marketing, and economic software. Its main product is an accounting application *Shannon 2000*. *Shannon Ltd.* corporate website is available from <http://www.shannon.lv>. It consists of five main sections: *Shannon 2000*, *About Company*, *Prices*, *Downloads*, *Contact us* (Appendix 4) Information is provided in Latvian, English and Russian languages. Having analysed all three versions of a website the author of the work considers that Russian version is a source text, from which the translations into Latvian and English were produced.

Web design is identical for all three versions. The background is white with some spaces gradually becoming light-blue. On the top of the page logo and the slogan of the programme *Shannon 2000* are situated. The slogan is translated in every version to the corresponding language:

Программа для тех, кто считает деньги

Programma tiem, kas skaita naudu

The program for **those who counts** money

As it can be noticed, in English version a grammar mistake is made. This mistake is characteristic to machine translation in which words are translated according to their form in source language. If in Russian version *считаем* is a third-person singular, it is translated as a third-person singular *counts* into English, although this is grammatically wrong.

The name of the first section is *Shannon 2000* for all three versions. In this section a detailed description of the offered accounting programme is provided. The text has both informative and operative function. To the informative function the detailed description of the programme modules (*Fixed Assets, Payroll, Warehouse, Sales Manager*) may be referred. The operative function works out at the description of advantages of using the programme. Main problem of operative texts in this website is their literal translation, without any adaptation to persuasive means of target language. For example:

The flexible structure of the program and accompanying service give an opportunity to use it for conducting the financial account **both in small business, and in large**, including enterprises with set of branches and substructures.

Гибкая структура программы и сопутствующего сервиса предоставляют возможность использовать ее для ведения финансового учета **как в малом бизнесе, так и в крупном**, включая предприятия со множеством филиалов и подструктур.

Elastīga programmas un papildservisa struktūra ļauj to pielietot finansu uzskaitē **gan mazajā, gan lielajā biznesā**, pat uzņemumos ar sazarotu struktūru un lielu apakšvienību skaitu.

This example suggests that English translation calques its Russian counterpart even in the word order. Latvian variant in its turn is presented according to Latvian norms of writing. Then the phrase *Peculiarities of programme complex Shannon-2000* has to be changed, as the word *peculiarity* contains a slightly negative meaning, which could

make English-speaking visitors of the website think that the installation of the programme may require some special parameters or efforts.

The name of the second section is *Par mums* in Latvian, *О компании* in Russian, and *About Company* in English version. It consists of brief history of the company, its services and current place in the market in Russian and English versions, while in Latvian version another, more up-to-date text appears. The texts of English version seem not revised, so such strange translations can be found:

Компания SHANNON SIA **была основана** в 1995 году.

The company Shannon Ltd. **was based established** in 1995.

This example also suggests that most probably the translation into English was done by a machine, slightly checked afterwards. If to assume that English version is a machine translation, it becomes clear why terminology in this section is translated literarily, for example *программные приложения*, which are *software* in English, are translated as *program appendices*. Although the brightest example of inappropriate machine translation is the following:

Специалисты фирмы **отличаются высочайшей квалификацией** и исполнительностью

Experts of firm **are differed have by the highest qualification** and sense of duty

The inappropriate translation of English version, illustrated by these variants, definitely undermines credibility of the SHANNON company and its software.

Another point that can influence the credibility of the software is colloquial language, widely used in the content of the website. For example, in the *Activities* subsection of the *About Company* section a phrase *под ключ* is used. This phrase, originally from construction terminology, now is used in colloquial style to describe a ready-to-use product. For this notion the translator of English version has found the equivalent phrase *on a turn-key basis*, while in Latvian variant an explanatory translation is used – *sagatavolana lietošanai*. The subsection *Customers* provides a brief description of the programme advantages, and the list of companies which are current users of the programme. The list of the companies is provided in Latvian in each version of the

website. As the Russian variant is quite complicated in style, it is difficult for unprofessional translator to translate it adequately. In this case a translator did not manage to transmit the meaning of a phrase, and translated it word-for-word:

Liela praktiskā pieredze **biznesa uzdevumu risināšanā** pasūtītājiem no dažādām nozarēm, mērogiem un darbības virzieniem ļāva mums izveidot un saviem pasūtītājiem piedāvāt tieši viņiem nepieciešamos risinājumus.

Богатый практический опыт **решения бизнес-задач** заказчиками различных отраслей, масштабов и направлений деятельности, позволил нам создать и предложить нашим Заказчикам именно те решения, которые им необходимы.

A long-term practical experience **of the decision business-problems** by customers of various branches, scales and directions of activity, has allowed us to create and offer our customers those decisions which are necessary for them.

From this example it can be understood that the source text was Latvian, from which a Russian translation was produced, and the Russian translation became a source text for English version. In the translation into Russian a mistake was made. Latvian form *pasūtītājiem* stands for Russian *для заказчиков*, not *заказчиками*. The mistake lead to the wrong meaning of the sentence - that the customers solve their problems themselves, and the Shannon Company then uses their experience for its software. The same meaning appears also in English version. The assumption that English version was created with the help of machine translation is proved by the translation of *решения бизнес-задач* as *the decision business-problems*. In the last subsection, *Links*, Latvian websites that could be helpful to accountants are listed and a brief explanation in each of language versions is provided for each link.

www.vid.gov.lv – **Служба гос. доходов** (хорошая страница, много полезной информации, например **для определения** является ли Ваш партнер плательщиком PVN)

www.vid.gov.lv – **Valsts Ieņēmumu Dienests** (laba lapaspuse, daudz lietderīgas informācijas, piemēram, **lai noteiktu** vai Jūsu partneris maksā PVN nodokli)

www.vid.gov.lv – **Service of state income** (the good page, is a lot of helpful information, for example **for definition** whether your partner is a VAT payer)

The name of the state institution that deals with the different kinds of taxes is translated in each of the language versions. If in Latvian and Russian versions the relevant names are presented, in English version again the word-for-word translation is used, and therefore the name of the institution appears to be *Service of state income*, while it is usually named *State Revenue Service*. The value added tax in Russian version is left untranslated from Latvian, which would cause problems for Russian-speaking visitors who are not residents of Latvia. In English version this tax is translated correctly – VAT.

The name of the third section is *Cenas* in Latvian, *Цены* in Russian, and *Prices* in English version. This section consists of two subsections – *Software* and *Support Services*. Decimal numbers are not localized – in each variant the dot is used to divide the decimal part. The value added tax in Russian version is left untranslated from Latvian, the same as in the previous section.

The fourth section is called *Downloads* in each language version. It contains several programs and informative pages, connected with the offered software product. Brief explanations of the programs that can be downloaded are presented in each corresponding language. Although some information is left untranslated from English, for example, the dates and names of programs releases:

21st Mar 2007 Official Windows Setup and Installer for Classic and SuperServer (.exe) (4.1mb)

The name of the last section is *Kontakti* in Latvian, *Контакты* in Russian, and *Contact us* in English version. The addresses in both Russian and English version are translated according to the language rules. Despite grammar and translation mistakes appear. For example,

Как нас найти: Старая Рига, **центральный вход** университета, первый этаж левого крыла

Kā mūs atrast: Vecrīga, RTU **centrālā ieeja**, ēkas kreisā spārna 1.stāvs

How to find us: Old Riga, **the central input (entrance)** of university, ground floor of the left wing

In the English version the entrance is called *input*, which is more appropriate to use for technical manuals for example, *the input for the CD-ROM*. The appearance of the word *entrance* in the brackets may indicate that the machine translation is used, as it is typical for machine translation to provide other possible variants in the brackets. Moreover, in English version the code of the country before the telephone numbers is absent. This can cause particular problems for the foreign partners to call to the company representatives.

To sum it up the corporate website of SHANNON Ltd. provides correct information in its Latvian and Russian versions. For the English version, a great revision should be applied, as at the moment it is a slightly revised machine translation, which firstly does not perform any operative function and therefore reduces its influence on the English-speaking readers of the website, and secondly, does not provide English-speaking readers with correct information, which will reduce the credibility of the provided software products.

4.4. Cēsu Alus Corporate Website

Joint Stock Company *Cesu Alus* is the producer of one of the most popular beer brands in Latvia. *Cēsu Alus* corporate website is available from <http://www.cesualus.lv>. The navigation bar consists of four main sections: *About us*, *Products*, *Latest news*, *Contacts* for English and Russian versions. Latvian version contains also information on advertising actions, available souvenirs, and other entertaining information (Appendix 5). The basic information is provided in Latvian, English and Russian languages. Having analysed all three versions of a website the author of the work considers that Latvian version is a source text, from which the translations into Russian and English were produced.

Web design is identical for all three versions. The background is brown, gradually becoming red, which should be associated with the colour of beer. On the top of the page on the right side the company logo and the slogan is situated. The slogan is translated in every version to the corresponding language:

Garļai ir nozīme!

Вкус имеет значение!

It's about taste!

The slogan is originally from Estonian. As the Estonian beer brewery A. Le Coq has bought 96.06% of *Cēsu alus* assets, it introduced also its slogan. In Estonian the slogan is *Asi on maitstes*, which can be translated as *Дело во вкусе*. Therefore in English we have *It's about taste!*. Although in Russian this slogan would not be of the same effectiveness, as *Дело во вкусе* is similar to *Дело вкуса*, which have slightly negative connotation. Therefore in Russian variant the word taste was put in the beginning, and *matter (дело)* was substituted by *meaning (значение)*. Thus the slogan in Russian has a bit another meaning, but is more effective than if it was translated literally, because, firstly, it does not have any negative connotation, and, secondly, is structured so that it starts with the most important word. The Latvian variant of the slogan is equivalent to the Russian variant.

Besides that in the front page of the website in every version the current advertisement actions are presented. In Russian and English versions on the first page non-translated from Latvian current advertisement actions appear.

The name of the first section is *Par mums* in Latvian, *О нас* in Russian, and *About us* in English version. In contrast to the standard description of a company and its services, the section of *Cēsu alus* starts with the history of beer production traditions in Latvia.

...alus nemainīgi palicis **labākais slāpju veldzētājs** gan tālajā pagātnē, gan šodien, kad alus darīšana ir kļuvusi par perspektīvu nozari. **Darboties tajā ik katram ir liels gods un atbildība.**

...beer has remained **the most effective thirst quencher** both during the past and nowadays when beer brewing has become a sector with tremendous potential. **For everybody involved, working in this sector is a great honour and responsibility.**

...пиво остается **неизменно любимым напитком** и в древности, и сейчас, когда пивоварение превратилось в современную перспективную отрасль. **Работать в которой и большая честь, и большая ответственность.**

For the collocation *slāpju veldzētājs* in English version its counterpart *thirst quencher*, while for Russian version a more neutral collocation *любимый напиток* is chosen. Such substitution is justified, as Russian counterpart *утолитель жажды* is rarely used. If to consider the word order in the Russian version, it can be found that it is not adapted to the norms of Russian grammar. There are two possible ways out. On the one hand, two sentences may be put together, producing one complex sentence. On the other hand the pronoun *которой* may be substituted by the noun *отрасль*, so that the second sentence would sound as *Работать в этой отрасли – и большая честь, и большая ответственность*. The second variant is preferable, as short sentences are more effective for operative function.

Then the brief information about the company and its goals is provided. In this section five subsections are situated. They are *Mission*, *History*, *Management*, *Structure*, and *Contacts*. In the *History* subsection a list of events connected with Cēsis and *Cēsu alus* are arranged in the descending order. In the *Management Structure* section the names of administration representatives are written according to Latvian writing norms in Latvian and English version, and transliterated in Russian version. The positions are translated in every language version. In the *Structure* section the owners of the company are shown. In Russian version names of countries the owner have their branches in are left untranslated from Latvian. The *Contacts* section doubles the information available from the *Contacts* section of the navigation bar.

The name of the second section is *Produkti* in Latvian, *Продукция* in Russian, and *Products* in English version. This section in its turn is divided into six subsections for every group of products the company is offering – beer, light alcoholic drinks, near water, energy and sport drinks, lemonades, and juice. For every brand, brief information about the product, percentage of alcohol (if it contains alcohol) and type of container is provided. For example, a beer *Diesel* is described as following:

Šo alu iesakām tiem, kas **stiprs garā un miesā**. Priekā!

Alkohols 7 %

Iepakojums 2l plastmasas pudele

Это пиво – специально для **сильных телом и духом**. За здоровье!

Алкоголь 7 %

Упаковка Пластиковая бутылка 2 л

We recommend this beer to the ones **who poses the powers of soul and flesh!** Cheers!

Alcohol 7 %

Wrapping a plastic bottle of 2l

A set expression *stiprs garā un miesā* is adequately translated into Russian as *сильных телом и духом*. While for English variant a word-for-word translation is used. It is advisable to change it to the standard expression *strong in body and spirit*. The word *ierakojums* is also wrongly translated into English as *wrapping*. Wrapping means covering or folding with paper or cloth, this naturally cannot be referred to a plastic bottle.

The name of the third section is *Jaunumi* in Latvian, *Новости* in Russian, and *Latest news* in English version. News section in Russian and English variant is not up-to-date (news only of 2004 and 2005 years are available), while in Latvian version the latest news of the company are provided.

The name of the last section is *Контакты* in Russian, and *Contacts* in English version. In Latvian version this section is not available, possible to the reason that the address is written on the bottom of the page. The address in both Russian and English version is written in Latvian. In English version the code of the country does not added to the telephone and fax numbers.

To conclude, in *Cēsu Alus* corporate website Latvian and Russian language versions are adapted to the informative and operative text functions. As for English version, it has to be revised, in order to correct translation mistakes and substitute word-for-word translation of set expressions with appropriate equivalents.

4.5. BTB Asset Management Corporate Website

Investment management company *BTB Asset Management* is a subsidiary of JSC *Baltic Trust Bank* dealing with management of investment funds, pension plans of private pension funds, and individual asset management. *BTB Asset Management* corporate website is available from <http://www.btbaset.lv>. The navigation bar consists of four main sections: *Company*, *Services*, *News*, and *Contacts* (Appendix 6). Information is provided in Latvian, English and Russian languages. Having analysed all

three versions of the website the author of the work considers that Latvian version is a source text, from which the translations into Russian and English were produced.

The web design is identical for all three versions. The background is white; the background of the navigation bar is dark-blue with some graphics. On the top of the page on the left side the company's logo is situated. There is no slogan presented on the page.

The name of the first section is *Kompānija* in Latvian, *Компания* in Russian, and *Company* in English version. This section consists of five subsections: *Board statement*, *History*, *Shareholders*, *Financial information*, and *Contacts*.

In the *History* subsection the main achievements of the company are provided in the chronological order. Explanatory information is provided where needed, for example:

January 21, Financial and Capital Market Commission registered the first open-ended investment fund "**BTB Eiropas Obligāciju fonds**" (**European Bond Fund**), established by the IMC "BTB Asset management".

21 января "BTB Asset Management" зарегистрировала в Комиссии рынка финансов и капитала свой первый учрежденный фонд вложений – открытый инвестиционный фонд "**BTB Eiropas Obligāciju fonds**" (**Фонд Европейских облигаций**).

21.janvārī "BTB Asset Management" piereģistrēja Finanšu un kapitālu tirgus komisijā savu pirmo nodibināto ieguldījumu fondu - atvērto ieguldījumu fondu "**BTB Eiropas Obligāciju fonds**".

In Russian and English version both zero translation and literal translation is used for the fund name.

In the *Shareholders* section the information about the single shareholder of the company – JSC Baltic Trust Bank, and its history is provided. In the *Financial Information* subsection the annual reports for years 2004 and 2005 are available, although only in Latvian for every language version. The last subsection – *Contacts* – provides the means of communication with the company – telephone, facsimile, e-mail and postal address. In the English variant the name of the street and city is transliterated, the type of street is translated. In the Russian version the name of the street and city is transliterated, the type of street is translated. It is advisable to add the

name of the country after the address in English and Russian versions for the convenience of abroad customers.

The name of the second section is *Pakalpojumi* in Latvian, *Услуги* in Russian, and *Services* in English version. In this section information on four services - investment funds, pensions, trust, and consulting – is provided.

In the first subsection – *Investment funds* – a brief introductory information about the advantages of the fund as means of money investment. On the left side of the page more detailed information about the available funds is presented. The names of the funds are written in Latvian; in the brackets translation into corresponding language (English or Russian) is made. For example, when clicking on European Bond Fund a list of other URLs is received. These URLs are *Documents*, *Financial information*, *Fund value*, and *How to become a client*. In the URL of *Documents* seven PDF files are put, and brief explanation in English is provided. The PDF files however are in Latvian. The same is in the *Financial information* section, where the Annual report for year 2005 is provided. In the Fund value section the information about current situation in the fund is provided. Information is translated into English, although footnotes are left in Latvian. Only few contracts in English are available from the section *How to become a client*. In the Russian section in the Documents section the situation is the same as in English version. However, in the *Financial information* the reports for each month of the year are provided in Russian. In English version this information was absent.

In the second subsection – Pensions, information is available only in Latvian and Russian, which is understandable, because English-speaking clients are rarely interested in pensions in Latvia.

In the third subsection – Trust, brief information about trust services available at the company is provided. The information provided in Latvian, Russian, and English variant is not identical. In Latvian variant the names of the three investment portfolios and brief explanation of them is added. In Russian version this information is absent, only brief descriptive information is available. In English version almost the same information as in Russian version is available, although some sentences are left out.

In the fourth subsection- Consulting, brief information on consulting services available is provided. This section consists of several banking terms, for example:

**анализ инвестиционной привлекательности ценных бумаг
различных эмитентов**

dažādu emitentu vērtspapīru investīciju pievilcības analīze

The analysis of **investment appeal** of **securities** of different **issues**

The sentences consist of three terms that need adequate translation. Two of them - *investīciju pievilcība* and *vērtspapīri* is translated adequately both in English and Russian version. The third term – *emitents*, is translated into English as *issue*. According to TTC *issue* stands for *emisija*, while for *emitents* a term *issuer* is used.

The name of the third section is *Jaunumi* in Latvian, *Новости* in Russian, and *News* in English version. The information in this section is available from year 2006 for Latvian and Russian versions and not available for English version at all.

The last section, which is named *Kontakti* in Latvian, *Контакты* in Russian, and *Contacts* in English variant. It provides the following contact information – telephone, facsimile, e-mail, legal and office address. In English and Russian versions the name of the streets are transliterated, types of the streets are translated. In this website there is a tendency to translate the name of the street if it contains some date, e.g. *13.janvāra iela* is translated as *ул. 13 Января* and *January 13 Str.* It is advisable to put the name of the country – Latvia – after the address for the convenience of the customer sending information from the abroad.

To conclude, the translation of *BTB Asset Management* is produced on the good level. Still several points have to be revised. The news section should be updated in order to show the development of the company.

In a whole among the corporate multilingual websites with Latvian, Russian, and English versions there are both similarities and differences. The web design as a rule remains unchanged in all three versions of every website under consideration. There is also a tendency to use white as background colour in the design (4/5 of the websites has more than 2/3 of the background in white). On the one hand white colour represents the stability and trust, as it is colour of purity, and also colour of the paper for documents. On the other hand, white is the best background colour for the websites containing great amount of information, sections and visualizations. It is neutral and does not divert attention from the information itself. There is no any change of colours for any of the

versions. Therefore, it leads to the conclusion that Latvian-, English-, and Russian-speaking visitors of the websites are seemed not to have much cultural differences in colour perception.

According to the quality of translation, Latvian and Russian versions of the five websites are of good quality. The translation into English caused problems for majority of the website translators. This can be explained by the fact that in Latvia there are many Russian and Latvian native-speakers. As the requirement of producing a website translation by a native-speaker of the target language is observed, the content of the Russian or Latvian version corresponds to its informative and operative functions. The content for English version in many cases is translated by not native-speakers; therefore it cannot be done excellent. Among the major problems was terminology translation, especially in the English versions of TVA Group and SHANNON Ltd corporate websites, and word-for-word translation of operative texts that reduced their influence on the readers. In a whole, only two corporate websites contain Latvian, Russian, and English versions of good quality – they are *BTB Asset Management* and *Lukoil Baltija R* corporate websites. Whereas, in *TVA Group* the terminology should be revised in English and Latvian versions; and in *Cēsu alus* website the attention should be paid to Russian- and English-speaking visitors of the website, as the majority of information and advertising texts are still in Latvian. In the website of *SHANNON Ltd* the English version should be totally revised, as at the moment it is machine translation, which is inadmissible for any business company. For all of the websites it is advisable to translate latest news of the company into Russian and English, in order to show the development of the company to Russian- and English-speaking partners and customers of the company.

The most widespread strategies of localization used in the websites under consideration are conversion of decimal numbers, translation of the addresses. There is little substitution in socio-cultural and politico-legal component. This can be explained with the fact that Russian version of the website was mainly created for Russian-speaking residents of Latvia, and English version was standard because of the absence of localization competence from the part of translators.

Conclusions

The current bachelor paper considers aspects of one of the most topical issues in commercial translation – website translation. This is a complex process that involves translational, localization and technical aspects. In this process, a translator mainly participates only in two stages, namely translation stage and localization stage.

In the translation stage the aim of the translator is to produce a target text that would be linguistically appropriate to the locale it will be used in. As the majority of corporate websites are aimed to the client, for their translation the target-oriented approach is used. It involves adequate rendering of the informative and the operative function of the source text into the target text. The main requirement for translation of informative texts is information transfer from the source text to the target text without any changes of data and attention to the proper translation of terminology. However, as the translation should be target-oriented, the text should be revised and changed in order to sound natural to the target readers. In the translation of operative texts, persuasive messages should be transferred into the target text by any means, which may be necessary to create the same response from the target readers, as the source text has from the source readers.

In the stage of localization, a translator adjusts all specifications to support standards in the target market. These standards include cultural and technical localization. Cultural localization means the translation of cultural words, the same as rendering of the socio-cultural component embodies the local particularities stemming from religion, mores, social and commercial habits, rules of conduct and ethical norms acceptable in target culture; and politico-legal aspect, which embodies the local particularities stemming from the nature of the political system, the stage of opening onto the world, the restrictions imposed on advertisements and the regulations related to information and to certain products.

In the practical part of the work several websites of local or international companies, based in Latvia, were analysed according to a specially designed list of criteria. The analysis has shown that Latvia-based companies in majority have problems with English version translation. Possibly, it is due to the fact that there are comparatively less English language native-speakers in Latvia, who could produce an adequate translation from Latvian into English. It also revealed that sometimes it is difficult to distinguish which version is the source text, and which version is the target

text, as in some websites the language of source text may vary from section to section. Furthermore, it appeared that in several cases the target text included additional mistakes caused by wrong interpretation of the target text, which became the source text for the next translation. The research also showed that for the corporate websites of Latvia-based companies the web design is not of great importance, although in the provided examples there is a tendency of using white background. White is considered to be the best background for the websites containing great amount of information, sections and visualizations. It is neutral and does not divert attention from the information itself.

On the whole, the research has proved that the translation of website content according to the text typology and localization strategies is important for company's marketing success. The division of the website texts into informative and operative texts helps to transfer the message of the texts more adequately. The localization in the majority of its aspects is also considered important, although in practice only technical aspects of localization are applied in the considered websites. Still several localization principles may be avoided, for example, way of decimal number writing may be not localized for Russian and Latvian readers, as this does not cause misunderstanding, and is comfortable for technical reasons.

The present research can be applicable as a supportive source for translators in the process of a multilingual website creation.

Theses

1. In website translation, a translator know the technical stages of multilingual website creation, on the one hand, and the commercial aspects of the process of website translation and translation commission, on the other hand.
2. In order to choose an appropriate approach a translator has to analyse and structure the texts provided for translation.
3. The texts that appear on a standard website can be divided into two types – informative and operative text type. Informative texts make the greatest part of a website; this is general information and news about the company and its development, and contact information. Operative texts are descriptions of products and services which the company provides to its customers.
4. In the international marketing nowadays there is a tendency to globalization, which means that there is a trend to use a united strategy for several or even all target markets.
5. The target group, for which the product is localized, may be influenced by the surrounding cultures.
6. Localisation involves taking a product and making it linguistically, technically and culturally appropriate to the target locale where it will be used and sold. Making a product linguistically appropriate to a particular market basically means translating it, and making it technically appropriate means adjusting all product specifications to support standards in the target market. Cultural adaptations are modification of the source text to reflect situations and examples common in the target market.
7. In order to produce a localized language version of a multilingual website, a translator has to be aware of the accepted standards, and of the socio-cultural and politico-legal aspect of localization.
8. There are two opposite ways how cultural words can be reflected in the target text – by means of transference or by means of translation.
9. Possible grammatical differences in a source and target language can influence the technical stage of multilingual website creation. These technical aspects may be divided into three categories – the adaptation of all kinds of measurements, the adaptation of colours, and the adaptations caused by the differences in the grammatical structure of a source and target language.

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Appendix 1

A List of Criteria for Website Translation Evaluation

1. Interface design:

- 1.1. Changes in the interface design in different language versions
- 1.2. Substitutions of colours, pictures or graphic
- 1.3. Other changes and their meaning.

2. Language

- 2.1. Is translation target-oriented?
- 2.2. Are grammar rules preserved?
- 2.3. Language style

2.4. Informative text type in website:

- 2.4.1. Does all the data appear in translated version?
- 2.4.2. Translation of terminology
- 2.4.3. Cultural and expressive component translation (if available)

2.5. Translation of operative texts:

- 2.5.1. Availability of persuasive strategies and their transfer into target text
- 2.5.2. Main translation approach
- 2.5.3. Cultural and expressive component translation (if available)

3. Culture and localization

- 3.1. What is translated and what is transferred
- 3.2. Adaptation of time, measures, currencies, etc.
- 3.3. Changes made due to legislation norms
- 3.4. Translation of navigation bar

Appendix 2

The image shows a screenshot of the TVA Group corporate website. At the top, there is a dark blue header with the TVA Group logo on the left, the tagline "Trusted. Valued. Advanced." in the center, and language selection buttons for "RUS", "LAT", and "ENG" on the right. Below the header is a navigation menu with links for "О TVA Group", "Направления", "Новости", "Вакансии", and "Контакты". A search bar is located on the right side of the navigation menu. The main content area features a section titled "О TVA Group" with a sub-header "О TVA Group" and a search bar. The text describes TVA Group as a union of 7 companies based in Latvia, operating internationally. A list of services is provided: "Грузовые перевозки и логистика - компании TVA и Iliog", "Строительство и утилизация - компании TVA Recycling, TVA Construction и TVA Industry", "Страхование - компания TVA Broker", and "Авиация - авиашкола MPilots". The text further states that TVA Group has over 10 years of experience and is a leading transport and logistics company in the Baltic region. It also mentions that the company's management has developed uniform principles of work for all companies, and that the company's partners value the responsibility of TVA Group employees.

ТVA Group

Trusted. Valued. Advanced.

RUS LAT ENG

О TVA Group Направления Новости Вакансии Контакты

О TVA Group

О TVA Group

ТVA Group - объединение, которое включает в себя 7 компаний, основанных в Латвии и работающих на международном рынке в различных отраслях:

- Грузовые перевозки и логистика - компании TVA и Iliog
- Строительство и утилизация - компании TVA Recycling, TVA Construction и TVA Industry
- Страхование - компания TVA Broker
- Авиация - авиашкола MPilots

В TVA Group входит компания TVA с опытом работы более 10 лет – одна из ведущих транспортно-экспедиторских компаний в Прибалтике. В группу компаний TVA также входят молодые перспективные компании, уже достигшие высоких результатов в своей сфере деятельности.

Руководство TVA Group выработало единые для всех компаний принципы работы, благодаря которым предприятия являются передовыми, постоянно развиваются и выстраивают долгосрочные отношения со своими клиентами.

Наши партнёры высоко ценят ответственность, с которой сотрудники TVA Group подходят к своей работе, и результаты, которых мы достигаем в процессе сотрудничества.

Fig. 4.1.1. TVA Group corporate website. Section *О TVA Group*, in Russian

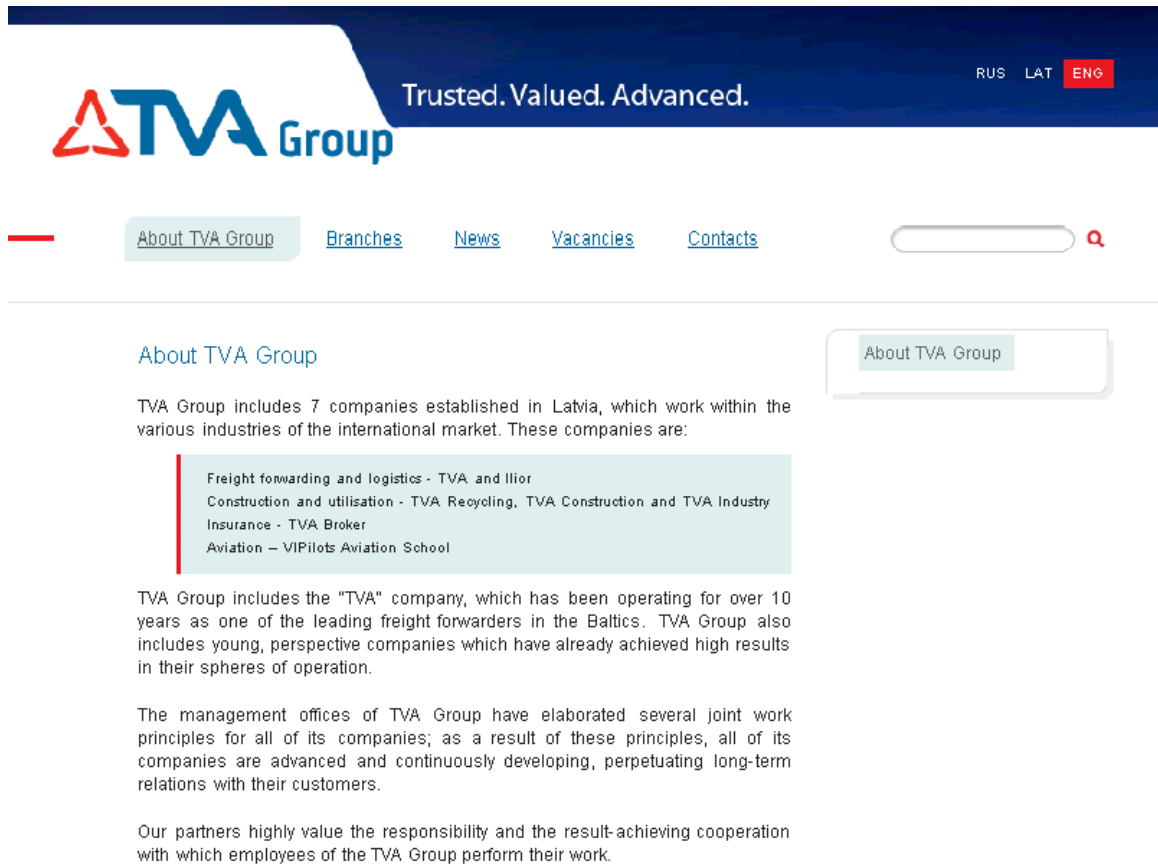


Fig. 4.1.2. *TVA Group* corporate website. Section *About TVA Group*, in English

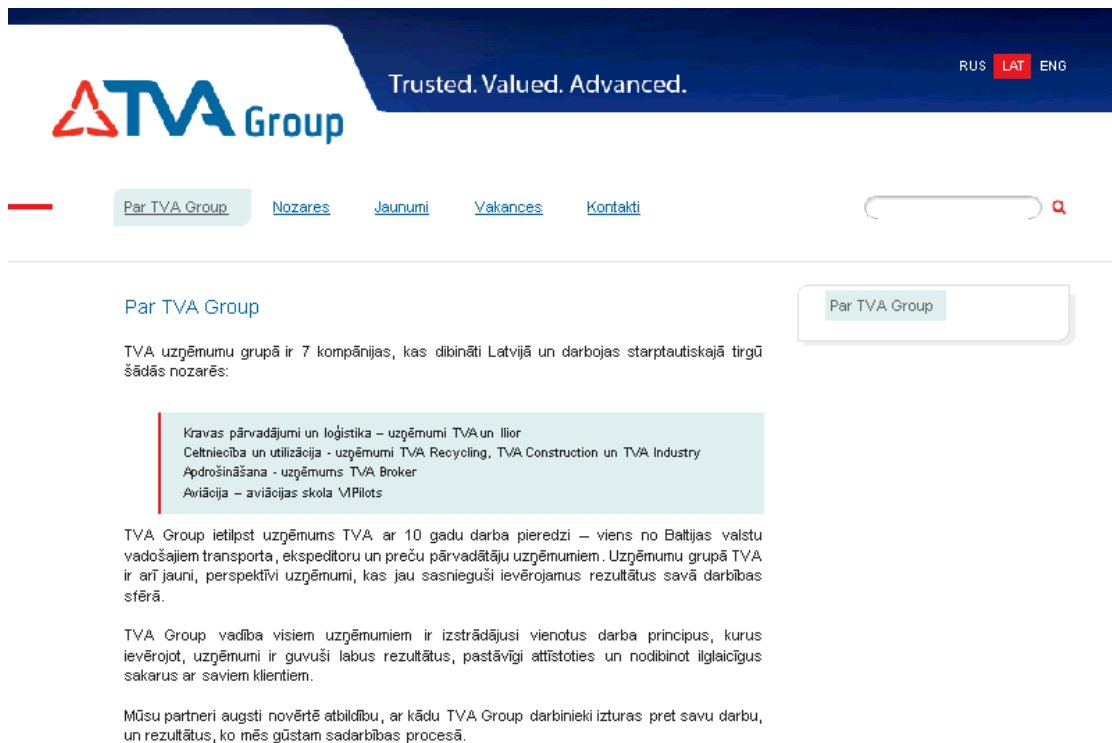


Fig. 4.1.3. *TVA Group* corporate website. Section *Par TVA Group*, in Latvian

[Начало](#) > [Транспортные перевозки](#) > [TVA](#) >

О компании

Транспортно-экспедиторская компания "TVA" основана 23 марта 1995 года в городе Рига, Латвия. Наша компания, член Латвийской Ассоциации перевозчиков "Latvijas Auto", предоставляет своим клиентам полный спектр транспортных и логистических услуг, таких как:

- обеспечение мультимодальных перевозок
- доставка цельных, сборных и негабаритных грузов (включая ADR) автомобильным, железнодорожным и морским транспортом из европейских стран в Прибалтику и страны СНГ
- доставка контейнеров из латвийских портов в Россию, страны СНГ и Прибалтики
- таможенное оформление и таможенная очистка груза
- страхование грузов
- комплектация сборных грузов в Латвии, России, Европе и по всему миру
- организация регулярной загрузки Вашего транспорта из/внутри Европы на Прибалтику, Россию и обратно

За годы деятельности "TVA" стала одной из ведущих транспортных компаний в Прибалтике, автопарк которой насчитывает более 100 собственных большегрузных машин различного типа (тентованные, рефрижераторные и контейнеровозы).

Мы постоянно расширяем свой автопарк, приобретая новую технику, а также используем машины субконтракторов по всей Европе.

"TVA" предоставляет транспортно-экспедиторские услуги на территории и из портов Европы, Юго-Восточной Азии, Китая, Северной и Южной Америки, Африки и в странах СНГ. Мы установили долгосрочные партнерские отношения со многими хорошо известными международными компаниями. Среди наших клиентов - импортеры и экспортеры товаров, крупные российские экспедиционные и брокерские фирмы.

Основные направления деятельности "TVA":

- перевозка грузов автомобильным транспортом из Европы в Россию и обратно
- доставка контейнеров по маршруту Латвия – Россия
- мультимодальные контейнерные перевозки
- мультимодальные перевозки с комбинированием видов транспорта, оборудования и различных услуг
- перевозка грузов внутри Европы

В нашей компании действует система качества в соответствии с международным стандартом ISO:9001-2000, на ведущих должностях работают только квалифицированные сотрудники с многолетним стажем.

Основные приоритеты компании это сочетание цены, качества, сроков доставки и ее надёжности. Мы гарантируем быстроту обработки заказов, своевременность доставки грузов, пунктуальную оплату.

Где бы ни находились Ваши грузы, куда бы ни требовалось их доставить, все работы по транспортировке, хранению, перетарке и таможенному оформлению будут выполнены в срок, с гарантируемым качеством "TVA".



О компании

[Мультимодальные перевозки](#)

[Автомобильные перевозки](#)

[Дочерние компании](#)

[Документы](#)

[Контакты TVA](#)

Fig. 4.1.4. TVA Group corporate website. Section TVA – О компании, in Russian

[Uz sākumu](#) > [Transporta pārvadājumi](#) > [TVA](#) >

Par uzņēmumu

Transporta uzņēmums TVA ir dibināts Rīgā, Latvijā, 1995. gada 23. martā. Mūsu uzņēmums, Latvijas pārvadātāju asociācijas „Latvijas auto” biedrs, nodrošina saviem klientiem pilnu transporta un loģistikas pakalpojumu klāstu, piemēram:

- multimodālo pārvadājumu nodrošinājumu
- kravu piegādi veselā, atsevišķu daļu un nenoteiktu gabarītu kravu veidā (ieskaitot ADR), izmantojot autopārvadājumus, dzelzceļa un jūras transportu no Eiropas valstīm uz Baltijas un NVS valstīm
- konteineru piegādi no Latvijas ostām uz Krievijas ostām, NVS un Baltijas valstīm
- muitas formalitāšu kārtošānu un kravas atmuitošanu
- kravu apdrošināšanu
- kombinēto kravu komplektēšanu Latvijā, Krievijā, Eiropā un visā pasaulē
- regulāras transporta noslodzes organizēšanu Eiropā un no Eiropas valstīm uz Baltijas valstīm, Krieviju un atpakaļ

Savas darbības laikā uzņēmums TVA ir kļuvis par vienu vadošajiem transporta uzņēmumiem Baltijas valstīs. Tā autoparks sastāv no vairāk nekā 100 pašu rīcībā esošām dažāda veida kravas mašīnām (ar pārsegumiem, refrīžeratoru tipa un konteineru pārvadāšanai).

Mēs pastāvīgi paplašinām savu autoparku, iegādājoties jaunu tehniku, kā arī izmantojam apakšuzņēmumu mašīnas visā Eiropā.

Uzņēmums TVA piedāvā transporta un ekspeditora pakalpojumus Eiropas valstīs, kā arī pārvadājumus no Eiropas, Āzijas dienvidaustrumu, Ķīnas, Ziemeļamerikas un Dienvidamerikas, Āfrikas ostām un NVS valstīs. Mēs esam nodibinājuši ilgtermiņa partnerattiecības ar daudziem labi pazīstamiem starptautiskiem uzņēmumiem. Starp mūsu klientiem ir preču importētāji un eksportētāji, ietekmīgi Krievijas ekspeditoru un brokeru uzņēmumi.

Uzņēmuma TVA galvenās darbības sfēras:

- kravu pārvadāšana ar autotransportu no Eiropas uz Krieviju un atpakaļ
- konteineru piegāde maršrutā Latvija - Krievija
- multimodālo konteineru pārvadāšana
- multimodālie pārvadājumi ar kombinētiem transporta veidiem, aprīkojumu un dažādiem pakalpojumiem
- kravu pārvadāšana Eiropā

Mūsu uzņēmumā ir ieviesta kvalitātes sistēma, kas atbilst starptautiskajam standartam ISO:9001-2000, vadošajos amatos strādā tikai kvalificēti darbinieki ar daudzu gadu darba stāžu.

Uzņēmuma pamatprioritāte ir cenu optimizācijas, kvalitātes, piegāžu termiņu un uzticamības kopums. Mēs garantējam pasūtījumu ātru apstrādi, savlaicīgu kravu piegādi un precīzu aprēķinu sistēmu.

Lai arī kur būtu jūsu krava, vai arī vienai uz kurieni tā jānogādā, visi transportēšanas, uzglabāšanas, tarifcēšanas un muitas formalitāšu kārtošānu darbi tiks izpildīti laikā ar uzņēmuma TVA garantētu kvalitāti.



[Par uzņēmumu](#)

[Multimodālie pārvadājumi](#)

[Autotransporta pārvadājumi](#)

[Meitas uzņēmumi](#)

[Dokumenti](#)

[TVA kontakti](#)

Fig. 4.1.5. TVA Group corporate website. Section TVA – Par uzņēmumu, in Latvian

About TVA

The transport – freight forwarding company, TVA, was established on the 23rd of March, 1995, in Riga, Latvia. Our company, which is a member of the Latvian Association of Freight Forwarders "Latvijas Auto", offers its customers a full range of transport and logistic services, such as:

- multimodal transportation
- delivery of one-piece, assembled, oversized freight (including ADR) by motor transport, railway and sea, from European states to the Baltics and CIS
- delivery of containers from Latvian ports to Russia, the CIS and the Baltic states
- customs processing and clearing of freight
- insurance for freight
- complete packaging of freight in Latvia, Russia, Europe and worldwide
- arrangement of regular loading, for transport to/from Europe, the Baltics and Russia

Through its years of operation, TVA has become one of the leading transport companies in the Baltics. Its vehicle park contains over 100 heavy-duty vehicles of various types (covered, refrigerated units, and container carriers).

We are continuously expanding our vehicle park, buying new vehicles, as well as using those belonging to European subcontractors.

TVA provides transportation and freight forwarding services within the territory and from the ports of Europe, Southeastern Asia, China, North and South America, Africa and the CIS. We have established long-term partner relations with many recognised international companies. Among our customers are: importers and exporters of goods, and large Russian freight forwarding and broker companies.

Main Directives of TVA Activities:

- delivery of freight, by motor transport, to/from Europe and Russia
- delivery of containers to/from Latvia – Russia
- multimodal transportation of containers
- multimodal transportation of equipment and various services
- delivery of freight within Europe

Our company applies a system of quality, in compliance with international ISO standard 9001-2000, and only qualified employees with extensive experience can work in leading positions.

The basic priorities of the company are: combination of price, quality, terms of delivery, and reliability. We guarantee fast processing of orders, timely delivery of freight, and accurate payment.

Wherever your freight, wherever they are to be delivered, all transportation works, storage, re-qualifying, and customs processing shall be performed in a timely fashion, with the TVA quality guarantee.



About TVA

[Multimodal transportation](#)

[Automobile transportation](#)

[Subsidiary companies](#)

[Documents](#)

[TVA contacts](#)

Fig. 4.1.6. TVA Group corporate website. Section TVA – About TVA, in English



Fig. 4.1.7. TVA Group corporate website. Section TVA – Documents, in English



Новости

2007

2006

[TVA Industry - официальный представитель предприятия TESAB Svenska AB](#)

02.04.2007

Компания TVA Industry с 2007 года стала официальным представителем предприятия TESAB Svenska AB, которое базируется в Швеции и занимается производством дробительных машин вот уже 30 лет.

Address: <http://www.tva.lv/rus/news/n7/2007>

[FINTEC – новый партнёр строительной компании TVA Industry](#)

01.03.2007

В марте 2007 года компания TVA Industry стала официальным представителем ирландской компании FINTEC на территории Латвии и Литвы. Компания FINTEC – совместное предприятие ирландской фирмы Finlay BME, имеющей 50-летний опыт разработки и производства дробильно-сортировочного оборудования, и лидера мирового рынка горного оборудования –

Fig. 4.1.8. TVA Group corporate website. Section *Новости*, in Russian

Jaunumi

[TVA Industry - firmas TESAB Svenska AB oficiālais pārstāvis](#)
02.04.2007

Kopš 2007. gada kompānija TVA Industry kļuva par kompānijas TESAB Svenska AB oficiālo pārstāvi, kurš atrodas Zviedrijā un nodarbojas ar drupināšanas mašīnu ražošanu jau 30 gadus.

[FINTEC – celtniecības kompānijas TVA Industry jauns sadarbības partneris](#)
01.03.2007

2007. gada martā kompānija TVA Industry kļuva par Īrijas kompānijas FINTEC oficiālo pārstāvi Latvijas un Lietuvas teritorijā. Kompānija FINTEC – ir Īrijas uzņēmuma Finlay BME, kuram ir 50 gadu pieredze drupināšanas-šķirošanas aprīkojuma ražošanā, un Zviedru-Somu koncerna Sandvik Tamrock, kurš ir pasaules tirgus līderis kalnu aprīkojuma ražošanā, kopuzņēmums.

[TVA Industry – koncerna XCMG oficiālais pārstāvis Baltijas valstu teritorijā](#)
01.02.2007

Kopš 2007. gada kompānija TVA Industry ir koncerna XCMG oficiālais pārstāvis Baltijas valstīs. Xuzhou Construction Machinery Group Inc. (XCMG) – ir lielākais uzņēmums Ķīnā.

2007

2006

Fig. 4.1.9. TVA Group corporate website. Section *Jaunumi*, in Latvian

[About TVA Group](#) [Branches](#) [News](#) [Vacancies](#) [Contacts](#)

News

02.04.2007

01.03.2007

[TVA Industry- an official representative of XCMG concern in the Baltic States](#)
01.02.2007

From the year 2007 TVA Industry is an official representative of XCMG concern on the territory of the Baltic States. Xuzhou Construction Machinery Group Inc. (XCMG) – is China's largest enterprise which develops, produces and exports construction equipment.

2007

2006

Fig. 4.1.10. TVA Group corporate website. Section *News*, in English

[Начало](#) > [Транспортные перевозки](#) > [TVA](#) >

Контакты TVA

Ганибу Дамбис 36-309, Рига, LV-1005

Телефон: +371 7382375

Факс: +371 7382444

[Карта проезда](#)

Руководство



Владимир Зайцев
Президент

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Директор

Телефон: 7382336
Моб.: 29207016
Факс: 7517577
E-mail: viktors@tva.lv



Владимир Аш
Коммерческий директор

Телефон: 7382271
Моб.: 29218373
Факс: 7517577
E-mail: ash@tva.lv



Руководство

[Администрация](#)

[Бухгалтерия](#)

[Отдел мультимодальных перевозок](#)

[Отдел международных автоперевозок](#)

[Отдел оформления и консолидации грузов](#)

[Парк](#)

Fig. 4.1.11. TVA Group corporate website. Section Контакты TVA, in Russian

TVA kontakti

Ganību Dambis 36-309, Rīga, LV-1005

Tālrunis: +371 7382375
Fakss: +371 7382444

[Karte](#)

Vadība



Vladimirs Zaicevs
Prezidents
Tālrunis: 7382362
Mob.: 29207017
Fakss: 7517577
E-mail: zalicev@tva.lv



Viktors Vasijevs
Direktors
Tālrunis: 7382336
Mob.: 29207016
Fakss: 7517577
E-mail: viktors@tva.lv



Vladimirs Ass
Komercedirektors
Tālrunis: 7382271
Mob.: 29218373
Fakss: 7517577
E-mail: ash@tva.lv



Vadība

[Administrācija](#)

[Grāmatvedības nodaļa](#)

[Multimodālo pārvadājumu nodaļa](#)

[Starptautisko autotransporta pārvadājumu nodaļa](#)

[Noformēšanas un kravu konsolidācijas nodaļa](#)

[Parks](#)

Fig. 4.1.12. TVA Group corporate website. Section *TVA Kontakti*, in Latvian

About TVA Group | Branches | News | Vacancies | **Contacts**

Home > Logistics > TVA >

TVA contacts

36-309 Ganību Dambis, Rīga, LV-1005

Phone: +371 7382375
Fax: +371 7382444

[Map](#)

Top management

Vladimir Zaitsev
President
Phone: 7382362
Mob.: 29207017
Fax: 7517577
E-mail: zaitcev@tva.lv

Victor Vasilyev
Director
Phone: 7382336
Mob.: 29207016
Fax: 7517577
E-mail: viktors@tva.lv

Vladimir Ash
Commercial director
Phone: 7382271
Mob.: 29218373
Fax: 7517577
E-mail: ash@tva.lv

Top management

- [Administration](#)
- [Accounts department](#)
- [Department of Multimodal transportation](#)
- [Department of Automobile transportation](#)
- [Freight registration and consolidation department](#)
- [Motor transport fleet](#)

Fig. 4.1.13. TVA Group corporate website. Section *TVA contacts*, in English

Appendix 3

The screenshot shows the 'Par kompāniju' (About the company) section of the LUKOIL Baltija R website. The page features a red header with the slogan 'Vienmēr kustībā!' (Always moving!). The main content area is white and contains the following text:

PAR KOMPĀNIJU DRUKĀT

SIA "LUKoil Baltija R"

SIA "LUKoil Baltija R" tika izveidota 1993.gada 21.jūnijā. Šodien "LUKoil Baltija R" ir viena no vadošajām kompānijām, kuras strādā Latvijas naftas produktu vairum un mazumtirdzniecības tirgū. Uzņēmumam pieder 2 naftas bāzes un 34 degvielas uzpildes stacijas, no kurām 25 stacijas ir aprīkotas ar moduļiem auto gāzes tirdzniecībai. Kompānijas personālā ir vairāk kā 400 darbinieku. Uzņēmumu vada valdes priekšsēdētājs **Audrius Stopus**.

"LUKoil Baltija R" ir dinamiska, stabili augoša, mūsdienīga un peļņu nesoša kompānija. Uzņēmums ir viens no lielākajiem nodokļu maksātājiem Latvijā. "LUKoil Baltija R" pamatdarbības neto apgrozījums 2004.gadā sastādīja virs 50 miljoniem latu. Liela daļa peļņas tiek investēta Latvijā, kas veicina uzņēmuma izaugsmi. No savas darbības sākuma kompānija Latvijas ekonomikā jau ir investējusi ap 15 miljonu latu. Uzņēmuma plānos ir paplašināt degvielas uzpildes staciju tīklu, būvējot jaunas stacijas Latvijas reģionos.

On the right side of the page, there is a section for fuel prices:

DEGVIELAS CENAS ŠO

ANNIŅMUIŽAS
Rīga, Annīgmuiža

E98	0.698
E95	0.668
A92	0.665

Below the table is a dropdown menu with 'Rīga' selected. Further down, there is a section for shares:

LUKOIL BALTIJ AKCIJAS

Izmanto sav
Iepildies vai ie
un saņem LUK

Fig. 4.2.1. Lukoil Baltija R corporate website. Section *Par kompāniju*, in Latvian

Always moving forward!

ABOUT THE COMPANY PRINT

"LUKOIL Baltija R" Ltd

"LUKOIL Baltija R" Ltd was established on June 21, 1993. Today "LUKOIL Baltija R" Ltd is one of the leading companies, operating in wholesale and retail market of Latvia. The company owns 2 oil depots and 34 fuel filling stations, of which 25 stations are equipped with modules for selling LPG. The personnel of the company consist of more than 400 employees. The company is headed by the Chairman of the Board, **Vladimirs Kolosov**.

"LUKOIL Baltija R" Ltd is a dynamic, constantly growing, modern and profit-bearing company. The company is one of the greatest taxpayers in Latvia. The net turnover of "LUKOIL Baltija R" Ltd principal activity exceeded 50 million LVL in 2004. A great part of the profit is invested in Latvia, which enhances growth of the enterprise. The company since the beginning of its activity has invested about 15 million LVL in the economics of Latvia. The enterprise plans to expand the network of fuel filling stations, building new stations in regions of Latvia.

FUEL PRICES TODAY

ANĪŅMUIŽAS
Rīga, 75. Anniņm

E98		0.698
E95		0.668
A92		0.665

Rīga

LUKOIL BALTIJA ADVERTISII

Fig. 4.2.2. *Lukoil Baltija R* corporate website. Section *About the Company*, in English

Всегда в движении!

О КОМПАНИИ

ПЕЧАТАТЬ

ООО "LUKoil Baltija R"

Компания "LUKoil Baltija R" была основана 21 июня 1993 года. Сегодня "LUKoil Baltija R" – это одна из ведущих компаний, работающих на оптовом и розничном рынках нефтепродуктов Латвии. Предприятию принадлежат 2 нефтебазы, 34 автозаправочная станция, 25 из которых оборудованы модулями по торговле автомобильным газом. Персонал компании насчитывает более 400 человек. Предприятием руководит председатель правления **Аудрис Стропус**.

"LUKoil Baltija R" – динамичная, стабильно развивающаяся, современная и дающая прибыль компания. Предприятие является одним из крупнейших налогоплательщиков в Латвии. Нетто-оборот "LUKoil Baltija R" от основной деятельности компании в 2004 году составил свыше 50 миллионов латов. Большая часть прибыли реинвестируется в Латвию, что способствует росту предприятия. С начала своей деятельности компания уже инвестировала в экономику Латвии около 15 миллионов латов. В планах предприятия

ТАНЦИИ

ACE CI
ANI Riga
E98
E95
A92
RIG
LUK AK
ИСП Зап маг скид

Fig. 4.2.3. *Lukoil Baltija R* corporate website. Section *О компании*, in Russian

IELAS UZPILDES STACIJAS

DRUKĀT

	Adrese	E98	E95	A92	DD	Gāze	SG								
	Atlasīt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Alūksne, Gulbenes iela 1 c	0.698	0.668		3.612	0.304									
	Rīga, Annīgmuižas bulv. 75	0.698	0.668	0.665	3.612	0.304									
	Rīga, Apuzes iela 47	0.693	0.663	0.660	3.607	0.294									
	Rīga, G. Astras iela 7	0.698	0.668	0.665	3.612	0.304									
	Balvi, Stacijas iela 13	0.698	0.668	0.665	3.612	0.304									
	Bauska, Codes pagasts "Diči 1"	0.698	0.668	0.665	3.612	0.304									
	Rīga, Gaigalas iela 19 a		0.668	0.665	3.612	0.304									
	Brocēni, Brocēnu nov., Saldus raj.	0.675	0.645	0.639	3.608										
	Cēsis, Valmieras iela 12	0.698	0.668		3.612	0.304									
	Rīga, Dārziema iela 64 a	0.698	0.668	0.665	3.612										
1	Daugavpils, Višķu iela 17 L	0.673	0.643	0.640	3.594										
2	Daugavpils, 18. novembra iela 119/ 121	0.678	0.648	0.645	3.599	0.304									

Fig. 4.2.4. Lukoil Baltija R corporate website. Section *Degvielas uzpildes stacijas*, in Latvian

Always moving forward!

MAP

ROL STATIONS

PRINT

Address	E98	E95	A92	DF	Gas	HFG								
<input type="button" value="Select"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alūksne, 1c Gulbenes str.	0.698	0.668		0.612	0.304									
Rīga, 75 Annīgmuižas blvd.	0.698	0.668	0.665	0.612	0.304									
Rīga, 47 Apuzes str.	0.693	0.663	0.660	0.607	0.294									
Rīga, 7 G. Astras str.	0.698	0.668	0.665	0.612	0.304									
Balvi, Stacijas str. 13	0.698	0.668	0.665	0.612	0.304									
Bauska, Code distr. "Dīči 1"	0.698	0.668	0.665	0.612	0.304									
Rīga, 19a Gaigalas str.		0.668	0.665	0.612	0.304									
	0.675	0.645	0.639	0.608										
Cēsis, 12 Valmieras str.	0.698	0.668		0.612	0.304									
Rīga, 64a Dārziema str.	0.698	0.668	0.665	0.612										
1 Daugavpils, 17 L Višņu str.	0.673	0.643	0.640	0.594										
2 Daugavpils, 119/121 18. novembra str.	0.678	0.648	0.645	0.599	0.304									

Fig. 4.2.5. Lukoil Baltija R corporate website. Section Petrol Stations, in English

Всегда в движении!

A3C

ПЕЧАТАТЬ

АЗАПРАВОЧНЫЕ СТАНЦИИ

	Адрес	E98	E95	A92	ДТ	Газ	БГ								
<input type="checkbox"/>	Показать	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Алуксне, ул. Гулбенес 1 с	0.698	0.668		0.612	0.304									
жас	Рига, бульв. Анниньмуйжас, 75	0.698	0.668	0.665	0.612	0.304									
	Рига, ул. Апузес, 47	0.693	0.663	0.660	0.607	0.294									
	Рига, ул. Г. Астрас, 7	0.698	0.668	0.665	0.612	0.304									
	Балвиб, ул. Станции 13	0.698	0.668	0.665	0.612	0.304									
	Бауска, Цодес вол., "Dīči 1"	0.698	0.668	0.665	0.612	0.304									
	Рига, ул. Гайгалас, 19а		0.668	0.665	0.612	0.304									
	Броцени, Броценский край, Салдуский район	0.675	0.645	0.639	0.608										
	Цесис, ул. Валмиерас, 12	0.698	0.668		0.612	0.304									
	Рига, ул. Дарзциема, 64а	0.698	0.668	0.665	0.612										
: - 1	Даугавпилс, ул. Вишку, 17 L	0.673	0.643	0.640	0.594										
0	Даугавпилс, ул. 18 Ноября, 119/	0.673	0.643	0.640	0.594										

Fig. 4.2.6. Lukoil Baltija R corporate website. Section *Автозаправочные станции*, in Russian

ILDES STACIJAS

IECĪBA

AKALPOJUMI

Ā

Piekabju noma



▶▶▶

VAIRUMTIRDZniecĪBA

DRUKĀT | 

SIA "LUKoil Baltija R" mērķis ir pastāvīga savas daļas palielināšana naftas produktu piegādes un realizācijas tirgū, godīgas konkurences apstākļos. Tā pamatā ir kvalitatīvs produkts un ātra klientu apkalpošana.

Vairumtirdzniecības pasūtījumu veikšanai lūdzam izmantot sekojošus kontaktus:

Tālrunis: 7 066 440, 7 149 635
 Fakss: 7 066 420, 7 066 421, 7 963 188
 Elektroniskais pasts: lbr@lukoil.lv

Degvielas izsniegšana notiek no SIA "LUKoil Baltija R" naftas bāzes, kuras adrese ir: „Naftas bāze”, Olaines pagasts, Rīgas rajons.

Iespējama degvielas piegāde uz klienta norādīto adresi.

Piegādes nosacījumi, laiks un apmaksas veids – pēc vienošanās.


UZ AUGŠU | +

Fig. 4.2.7. Lukoil Baltija R corporate website. Section *Vairumtirdzniecība*, in Latvian

MPANY


ONS

SERVICES



Always moving forward!

WHOLESALE

PRINT | 

"LUKoil Baltija R" Ltd aims at continuous increase in its share in the market of supply and sales of oil products, in conditions of fair competition. High quality products and speedy customer service lie at the basis of this aim.

For placing wholesale orders you are requested to use the following contacts:

Telephone: (+371) 7066440, 7149635
 Fax: (+371) 7066420, 7066421, 7963188
 E-mail: lbr@lukoil.lv

Fuel is available at "LUKoil Baltija R" Ltd oil warehouse, address: **"Naftas bāze", Olaine district, Riga region.** Fuel delivery to the address indicated by the customer is possible. Conditions and time of delivery, and kind of payment – according to negotiation.

TOP | +

FUEL
TOI

ANNI
Rīga, 7
E98
E95
A92

Rīga

LUKO
ADV

Fig. 4.2.8. Lukoil Baltija R corporate website. Section *Wholesale*, in English

Всегда в движении!

ОПТОВАЯ ТОРГОВЛЯ

[ПЕЧАТАТЬ](#)

Целью SIA "LUKoil Baltija R" является постоянное увеличение своей доли на рынке поставки и реализации нефтепродуктов на основе честной конкуренции. Основу для этого составляют качественный товар и быстрое обслуживание клиентов.

Для оптового заказа топлива просим использовать следующие контактные данные:

Телефон: 7066440, 7149635
 Факс: 7066420, 7066421, 7963188
 Электронная почта: lbr@lukoil.lv

Выдача топлива происходит с нефтебазы "LUKoil Baltija R", которая расположена по адресу: **"Naftas bāze", Олайнская волость, Рижский район.**

Возможность доставки топлива по адресу клиента.

Условия поставки, время поставки и способ оплаты по договоренности.

←
→

ЦЕНЫ НА 1 СЕГОДЯ

АННИНЬМУЙ:
 Рига, бульв. 4
 E98 | **0.698**
 E95 | **0.668**
 A92 | **0.665**

**LUKOIL BALTI
АКЦИИ**

Используй
 Заправься и
 магазине на
 скидочную

1

эпов

Fig. 4.2.9. Lukoil Baltija R corporate website. Section *Оптовая торговля*, in Russian

KARTES

Drukāt 

Atlaižu kartes privātpersonām

LUKOIL atlaižu karte ir izdevīgs maksāšanas veids privātpersonām. Ar LUKOIL atlaižu karti Latvijā Jūs saņemsiet īpašas tikai Jums pieejamas atlaides:



- 0.01 LVL par vienu litru visa veida degvielai;
- Atlaides precēm veikalā; *
- 20% automašīnu mazgāšanas pakalpojumiem.

* Informācija par atlaidēm LUKOIL veikalos.

Kartes derīguma termiņš ir līdz 2008.gada 31.jūlijam iekļautot Vienreiz iegādātos atlaižu karti turpmāk. Tās to

CENAS SODIEN

ANNIŅMUIŽAS

Rīga, Anniņmuižas bulv. 75

E98 | 0.698

E95 | 0.668

A92 | 0.665

Rīga

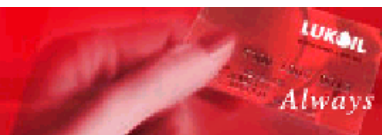
Visas

LUKOIL BALTĪJA R AKCIJAS


Izmanto savas atlai

Iepildies vai iepērcies un saņem LUKOIL atla

Fig. 4.2.10. Lukoil Baltija R corporate website. Section Kartes, in Latvian


Always moving forward!

CARDS

[PRINT](#) | 


Discount cards for individuals

LUKOIL discount card is a convenient means of payment for individuals, and it is valid in Latvia.

On producing the discount card at LUKOIL fuel filling stations, you will get special discounts:

- In Latvia
 - 0.01 LVL per one litre of fuel of all kinds;
 - on goods in shop*;
 - 20% on car washing services.

*with some exceptions



FUEL PRICES TODAY

ANNINMUIŽAS
Rīga, 75. Anninm

E98	0.698
E95	0.668
A92	0.665

**LUKOIL BALTIJ
ADVERTISIJI**

Fig. 4.2.11. *Lukoil Baltija R* corporate website. Section *Cards*, in English



Скидочная карточка „LUKOIL” для физических лиц

Скидочная карточка LUKOIL – выгодный вид оплаты для физических лиц. Со скидочной картой LUKOIL Вы получите особые только Вам доступные скидки в Латвии:



- 0.01 LVL на каждый литр любого вида топлива;
- Скидки на товары в магазине; *
- 20% на услуги автомойки.

*информация о скидках в магазинах LUKOIL.

Карта действительна до 2008 года 31 июля включительно. Приобретая скидочную карточку LUKOIL один раз, в дальнейшем клиент получает её бесплатно, обменивая старую карту на новую!



а прицепов



АНР
Rīga
E98
E95
A92

Rīga

LUK
AK

Исп
Зап
Маг
скид

Fig. 4.2.12. Lukoil Baltija R corporate website. Section Карточки, in Russian

BUNKURĒŠANA

DRUKĀT

CENAS SU

ANNĪGMUIŽAS	
Rīga, Annīgmuiža	
E98	0.698
E95	0.668
A92	0.665

Rīga

LUKOIL BALTIJ
AKCIJAS

Izmanto sav
Iepildies vai ie
un saņem LUK

SIA "LUKoil Baltija R" patreiz dinamiski attīsta tādu perspektīvu komercdarbības virzienu, kā peldlīdzekļu bunkurēšana. Bunkurēšana ir darbietilpīgs process. Tas sevī ietver: naftas produktu pieņemšanu, izmantojot dzelzceļa transportu, to pārkraušanu un uzglabāšanu noliktavas rezervuāros, nepieciešamās kvalitātes naftas produktu sagatavošanu, to iekraušanu bunkurētājkuģos, piegādi un pārkraušanu no bunkurētājkuģa uz pasūtītāja kuģa degvielas tvertnēm.

Jāatzīmē, ka ar kuģu bunkurēšanu nodarbojas tikai neliels skaits kompāniju visā pasaulē. SIA "LUKoil Baltija R" bunkurēšanas nodaļa ir izveidota samērā nesen – 2001.gada septembrī. Neskatoties uz to, kompānija pa šo laiku ir ieguvusi lielu pieredzi dažādu kategoriju naftas produktu bunkurēšanā. SIA "LUKoil Baltija R" patstāvīgi veic peldlīdzekļu bunkurēšanai nepieciešamo naftas produktu ražošanu un piedāvā pircējiem augstas kvalitātes degvielas, kuras cenas ir konkurētspējīgas.

Pēc papildus informācijas un degvielas pasūtīšanai lūdzam griezties uz sekojošiem kontakttālruniem:

Tālrunis: 7 066 400
Fakss: 7 066 420, 7 066 421
E-mail: lbr@lukoil.lv

a

Fig. 4.2.13. Lukoil Baltija R corporate website. Section Bunkurēšana, in Latvian



"LUKoil Baltija R" Ltd is now rapidly developing a perspective activity of commerce, vessel bunkering. Bunkering is a time-consuming process. It includes: receiving oil products via railway transport, their handling and storage in depot containers, preparing oil products of the required quality, loading into bunkering vessels, delivery and transshipment from bunkering vessel to the fuel tanks of customer's vessel.

It must be mentioned that only a small number of companies throughout the world deals with vessel bunkering. "LUKoil Baltija R" Ltd Bunkering department was established quite recently – in September 2001. Nevertheless, the company has gained great experience in bunkering oil products of different types since then. "LUKoil Baltija R" Ltd is constantly producing oil products required for vessel bunkering and offers the customers high quality fuel at competitive prices.

For additional information and ordering fuel you are requested to use the following contact telephone numbers:

Telephone: (+371) 7066400
Fax: (+371) 7066420, 7066421
E-mail: lbr@lukoil.lv

Fig. 4.2.14. *Lukoil Baltija R* corporate website. Section *Bunkering*, in English

1

БУНКЕРОВКА

ПЕЧАТАТЬ

Одним из преимуществ компании "LUKoil Baltija R" по сравнению с другими компаниями, занимающимися торговлей нефтепродуктами в Латвии, является динамичное развитие перспективного направления в коммерческой деятельности предприятия – бункеровки. Бункеровка – трудоёмкий процесс, он включает в себя: прием нефтепродуктов по железной дороге, перегрузку и хранение их в резервуарах склада, подготовку топлива необходимого качества, погрузку на плавбункеровщики, доставку его до судна – потребителя и перекачку из плавбункеровщика в топливные танки судна.

Необходимо заметить, что бункеровкой занимается небольшое число компаний по всему миру. Отдел бункеровки "LUKoil Baltija R" образован сравнительно недавно – в сентябре 2001 года, но за время, прошедшее с того момента, компанией был приобретен большой опыт по бункеровке нефтепродуктов различных категорий. Компания самостоятельно изготавливает продукт для бункеровки и предлагает клиентам высококачественное топливо по конкурентноспособным ценам.

За дополнительной информацией и для заказа топлива просим использовать следующие контактные данные:
Телефон: 7066400
Факс: 7066420, 7066421

АННИНЬМУЙ:
Рига, бульв. /
E98 | 0.698
E95 | 0.668
A92 | 0.665

Rīga

LUKOIL BALTIJA
АКЦИИ

Используйте
Заправься и
магазине на
скидочную

эпов

Fig. 4.2.15. Lukoil Baltija R corporate website. Section *Бункеровка*, in Russian

Marķētā dīzeļdegviela apkurei

SIA "LUKoil Baltija R" marķē dīzeļdegvielu ar sēra saturu ne vairāk par 0,2%.

Naftas produktus marķē, 1000 litriem naftas produktu, pievienojot vienu no zemāk minētajām sarkanajām krāsvielām un vienu no zemāk minētajām ķīmiskajām vielām, attiecīgajā daudzumā.

Par **sarkano krāsvielu** izmanto vienu no šādām vielām:

- N-etil-1-(4-fenilazofenilazo) naftil-2-amīnu – vismaz 5,0 gramus;
- N-etilheksil-1-(tolilazotolilazo) naftil-2-amīnu – vismaz 6,5 gramus;
- N-tridecil-1-(tolilazotolilazo) naftil-2-amīnu – vismaz 7,4 gramus.

Par **ķīmisko vielu** izmanto N-etil-N-[2-(1-izobutoksietoksi) etil]azobenzol-4-amīnu (Solvent Yellow 124) – vismaz 6 gramus, bet ne vairāk kā 9 gramus.

Prasības patērētājiem

Lai iegādātos marķēto dīzeļdegvielu, SIA "LUKoil Baltija R" klientam jāuzrāda Valsts ieņēmumu dienesta izziņa "Par tiesībām iegādāties marķētos naftas produktus".

Fig. 4.2.16. Lukoil Baltija R corporate website. Section *Produkti un pakalpojumi*, in Latvian

Marked fuel oil

"LUKoil Baltija R" Ltd marks fuel oil with sulphur content not exceeding 0.2%.

Oil products are marked, by adding in appropriate quantities, one of the red dyes and one of the chemical substances mentioned below, to 1000 litres of oil products.

One of the following substances is used as **the red dye**:

- N-ethyl-1-(4-phenylazophenylazo) naphthyl-2-amine – no less than 5.0 grams;
- N-ethylhexyl-1-(tolylazotolylazo) naphthyl-2-amine – no less than 6.5 grams;
- N-tridecyl-1-(tolylazotolylazo) naphthyl-2-amine – no less than 7.4 grams.

As **chemical substance**, N-ethyl-N-[2-(1-izobutoxyetoxy) ethyl]azobenzeno-4-amine (Solvent Yellow 124) is used – no less than 6 grams, however, not exceeding 9 grams.

Requirements for consumers

In order to purchase marked fuel oil, "LUKoil Baltija R" Ltd client shall produce a notice confirming the person's right to purchase

Fig. 4.2.17. *Lukoil Baltija R* corporate website. Section *Products and Services*, in English

признаны шесть классов дизелина. "LUKoil Baltija R" в летнее время предлагает дизелин класса С (предельная температура фильтрации — минус 5 градусов), в зимнее (с 1 ноября по 31 марта) — 2-ого класса (минус 32 градуса).

Маркированный дизель для отопления

Компания "LUKoil Baltija R" маркирует дизельное топливо с содержанием серы не более 0,2%.

Нефтепродукты маркируют путём добавления на 1000 нефтепродуктов одного из нижеупомянутых красных красящих веществ и одного из нижеупомянутых химических веществ в соответствующем количестве.

В качестве **красного красящего вещества** используют одно из следующих веществ:

- N-etil-1-(4-fenilazofenilazo) naftil-2-amīnu – не менее 5,0 граммов;
- N-etilheksil-1-(tolilazotolilazo) naftil-2-amīnu – не менее 6,5 граммов;
- N-tridecil-1-(tolilazotolilazo) naftil-2-amīnu – не менее 7,4 граммов.

В качестве **химического вещества** используют N-etil-N-[2-(1-izobutoksietoksi) etil]azobenzol-4-amīnu (Solvent Yellow 124) – не

Fig. 4.2.18. *Lukoil Baltija R* corporate website. Section *Продукты и услуги*, in Russian

KONTAKTI Drukāt

CENTRĀLAIS OFISS

Alises iela 3, Rīga, LV-1046
 Tālr.: (+371) 7 066 400
 Fakss: (+371) 7 066 420, 7 066 421
 e-mail: lbr@lukoil.lv

UZRAUDZĪBAS PADOME

Teātra iela 9, Rīga, LV-1050

Tālr.: (+371) 7 216 086

Fakss: (+371) 7 216 795

e-mail: zanda@lukoil.lv

DEGVIELAS CENAS ŠO

ANNINMUIŽAS
 Rīga, Anninmuiža

E98		0.698
E95		0.668
A92		0.665

Rīga

LUKOIL BALTIJ AKCIJAS

Izmanto sav
 Iepildies vai ie
 un saņem LUK

Fig. 4.2.19. Lukoil Baltija R corporate website. Section *Kontakti*, in Latvian

CONTACT US PRINT

HEAD OFFICE

3 Alises str., Rīga, LV-1046, Latvia
 Phone: (+371) 7 066 400
 Fax: (+371) 7 066 420, 7 066 421
 e-mail: lbr@lukoil.lv

WHOLESALE DEPARTMENT

3 Alises str., Rīga, LV-1046, Latvia
 Phone: (+371) 7066440, 7149635
 Fax: (+371) 7066420, 7066421, 7963188
 e-mail: lbr@lukoil.lv

LPG wholesale department

FUEL PRICES TODAY

ANNINMUIŽAS
 Rīga, 75 Anninm

E98		0.698
E95		0.668
A92		0.665

Rīga

LUKOIL BALTIJ ADVERTISII

Fig. 4.2.20. Lukoil Baltija R corporate website. Section *Contact Us*, in English

ТАНЦИИ

Всегда в движении!

КОНТАКТЫ

ПЕЧАТАТЬ |

ЦЕНТРАЛЬНЫЙ ОФИС

Ул. Алисес 3, Рига, LV-1046
Тел.: (+371) 7 066 400
Факс: (+371) 7 066 420, 7 066 421
e-mail: lbr@lukoil.lv

НАБЛЮДАТЕЛЬНЫЙ СОВЕТ

Ул. Театра 9, Рига, LV-1050
Тел.: (+371) 7 216 086
Факс: (+371) 7 216 795
e-mail: zanda@lukoil.lv

ОТДЕЛ ПО РОЗНИЧНОЙ ПРОДАЖЕ

Отдел по обслуживанию клиентов

ЦЕ СИ

АНР
Рига
Е98
Е95
А92

Rig

LUK
AK

Исп
Зап
маг
ски

Fig. 4.2.21. Lukoil Baltija R corporate website. Section *Контакты*, in Russian

Appendix 4

Shannon 2000
Программа для тех, кто считает деньги

RU IV EN

Финансы Зарплата / Кадры Склад / Торговля Основные средства

С 1993 года в Латвии работает программа **Shannon-2000**. В течение этих лет программа отработалась с учетом практического опыта, замечаний и предложений клиентов, в нее были внесены неограниченные изменения, что позволяет сегодня отнести программный комплекс Shannon-2000 к числу самых современных, перспективных и надежных программных продуктов на рынке бухгалтерских программ Латвии.

Среди наших **клиентов** - государственные и негосударственные организации: производственные, торговые и посреднические фирмы; транспортные компании, предприятия общественного питания и высшие учебные заведения. Гибкая структура программы и сопутствующего сервиса предоставляют возможность использовать ее для ведения финансового учета как в малом бизнесе, так и в крупной, включая предприятия со множеством филиалов и подструктур.

Комплектация

Минимальной конфигурацией программного комплекса **Shannon-2000** является модуль **Финансы** - позволяет осуществить автоматизацию бухгалтерского учета предприятия минимальными средствами (включает в себя создание кассовых и банковских документов, счетов - фактур, авансовых отчетов, учета дебиторов-кредиторов, другие документы; поддерживает валютные операции....

Дополнительные модули:

- **Финансы+** - расширенная версия базового модуля **Shannon-2000**; включает в себя ряд дополнительных автоматизированных функций, например, генератор произвольных отчетов.
- **Основные средства** - модуль включает в себя расчет износа основных средств как для Баланса, так и для Налогов; ведение картонки на каждое основное средство; дает возможность аналитического учета операций по основным средствам с последующим формированием различных отчетов.
- **Зарплата** - предназначена для ведения кадрового учета на предприятии и автоматизации расчетов с работниками; учет осуществляется по структурным подразделениям; поддерживаются различные уровни аналитического учета (финансирование, тема, договор и др. ...); система автоматически подготавливает файлы перечислений заработной платы с последующим экспортом в банковские программы-клиенты (Hanzasbanka, Unibanka, Krafbanka, Parexbanka, Rietumu banka, Nord/LB, и др....).
- **Склад** - модуль предназначен для осуществления складского учета; поддерживает любое количество складов; позволяет учитывать товары и формировать цены по различным методам; формировать накладные, акты приема, инвентаризационные акты и другие документы.
- **Торговля** - модуль, адаптированный для организаций, занимающихся торговой деятельностью (как оптовой, так и розничной) с формированием всей необходимой отчетности; программа позволяет вести учет по складам и торговым точкам, вести взаиморасчеты с поставщиками и клиентами; предусмотрена возможность подключения не только кассового аппарата, но и других периферийных устройств - например, весов или сканера.

Особенности программного комплекса Shannon-2000

Программа поддерживает ведение **многоуровневого аналитического учета**, что позволяет руководству предприятия осуществлять планирование и контролировать товарно-денежные потоки в полном объеме.

- Shannon-2000 поддерживает ведение **мультивалютного учета**, что позволяет автоматически переоценивать валютные остатки, создавать документы курсовой разницы и использовать имеющуюся информацию на любом аналитическом уровне.
- **Совместимость** с другими программными продуктами. При установке программы Shannon на предприятии, работающей с другой бухгалтерской программой, специалистами Bankot-Balija могут быть предоставлены специальные таблицы для конвертации имеющихся данных в формат программы.

Скачать демоверсию
Заказать презентацию Shannon 2000
Техническое обслуживание
FAQ

Shannon studio

Fig. 4.3.1. Shannon Ltd. corporate website. Section Shannon 2000, in Russian



Fig. 4.3.2. *Shannon Ltd.* corporate website. Section *Shannon 2000*, in Latvian

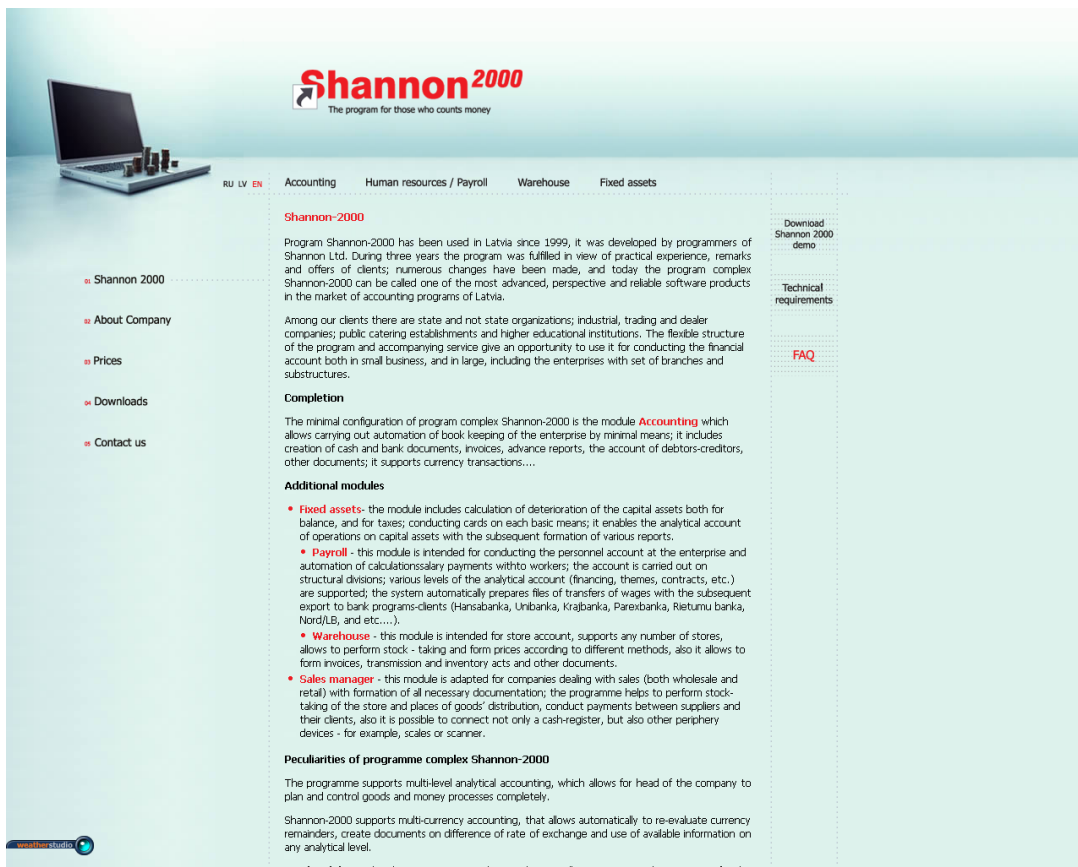


Fig. 4.3.3. *Shannon Ltd.* corporate website. Section *Shannon 2000*, in English

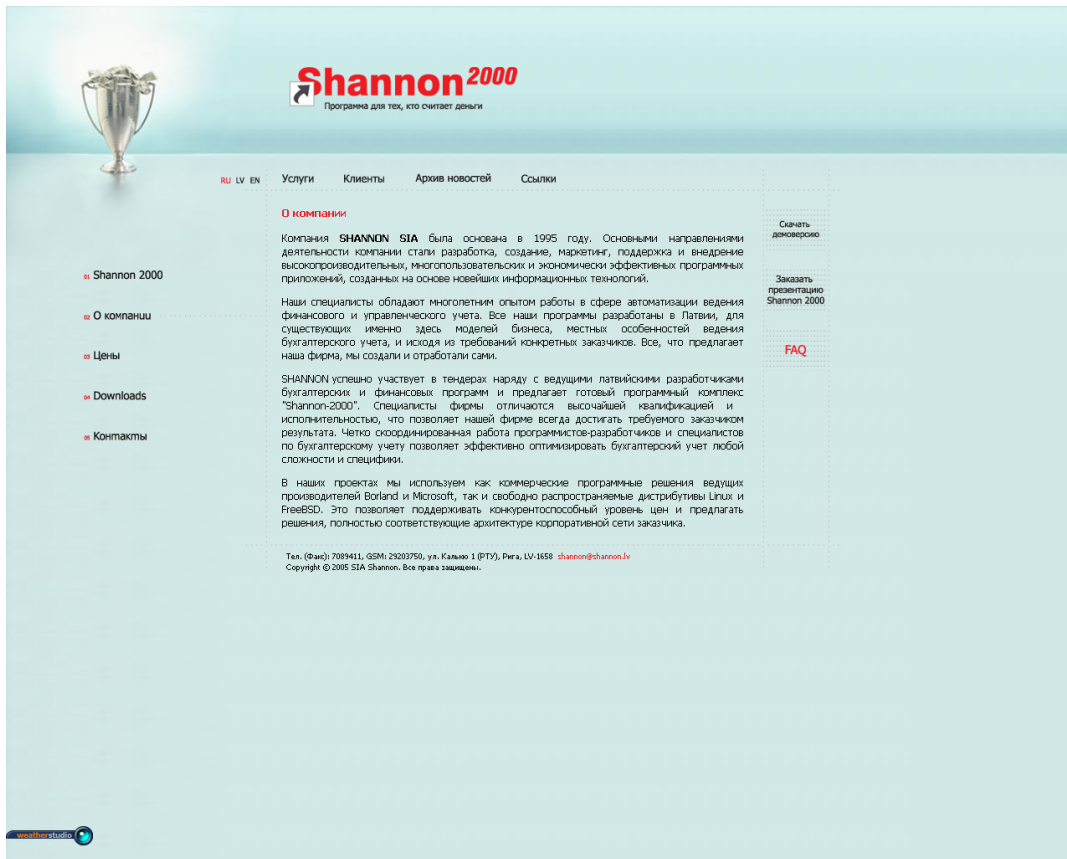


Fig. 4.3.4. Shannon Ltd. corporate website. Section *О компании*, in Russian

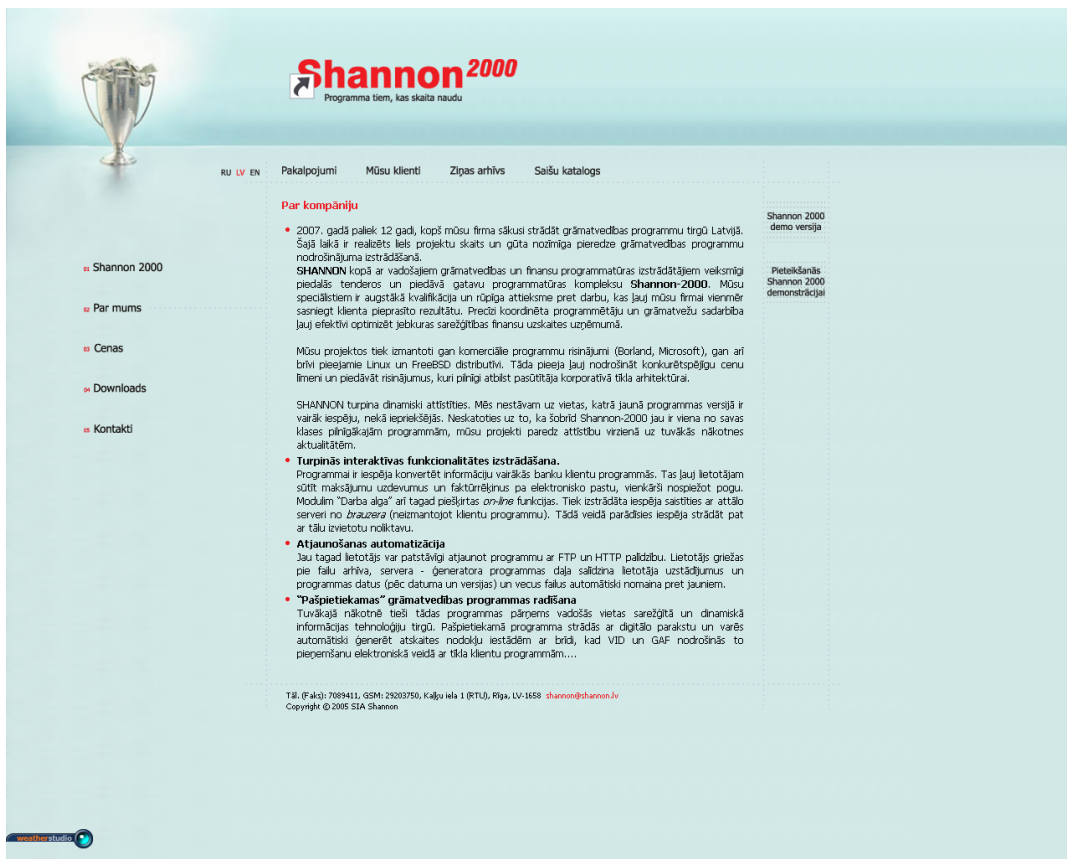
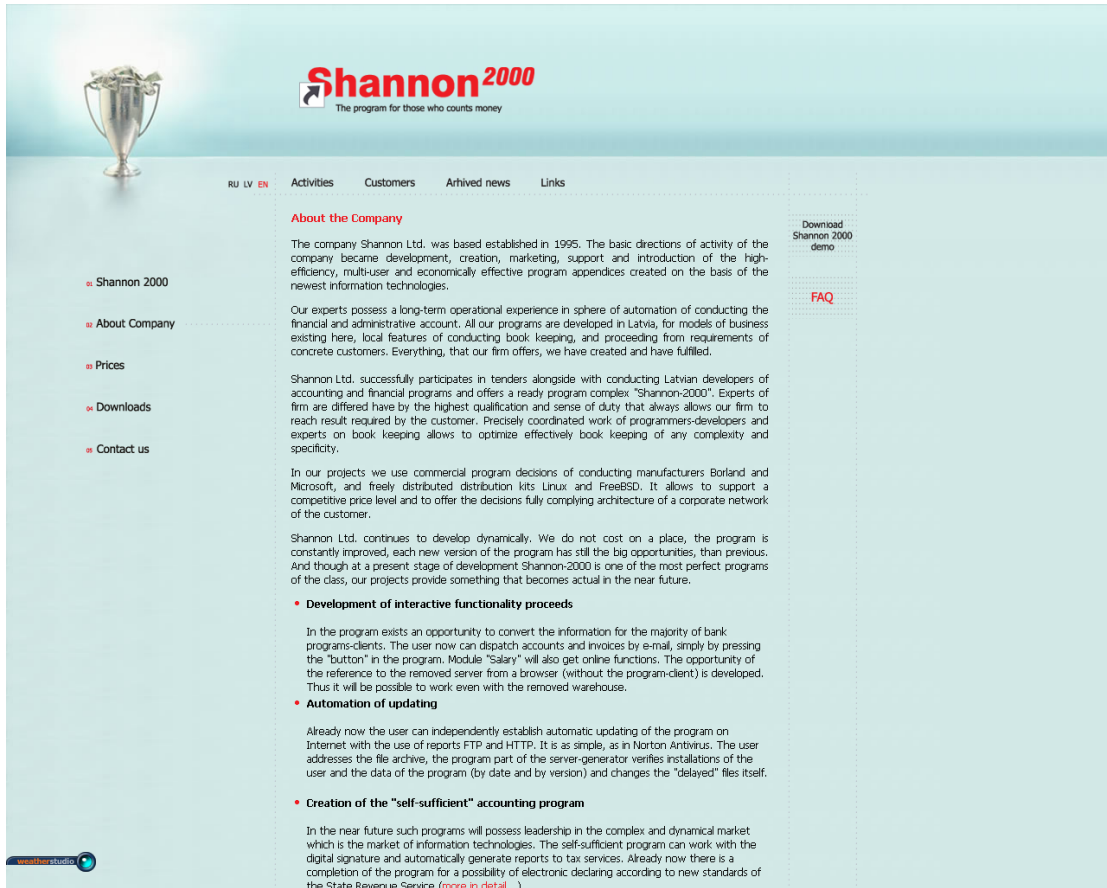


Fig. 4.3.5. Shannon Ltd. corporate website. Section *Parkompāniju*, in Latvian



The screenshot shows the 'About the Company' section of the Shannon 2000 website. At the top left is a silver trophy. The logo 'Shannon 2000' is prominently displayed with the tagline 'The program for those who counts money'. A navigation menu includes 'RU', 'LV', 'EN', 'Activities', 'Customers', 'Arrived news', and 'Links'. A sidebar on the left contains links for 'Shannon 2000', 'About Company', 'Prices', 'Downloads', and 'Contact us'. The main content area is titled 'About the Company' and contains several paragraphs of text and three bullet points describing the company's history, expertise, and future plans. A 'Download Shannon 2000 demo' link and an 'FAQ' link are located on the right side. The footer includes a small 'webstudio' logo.

Shannon 2000
The program for those who counts money

RU LV EN Activities Customers Arrived news Links

About the Company

The company Shannon Ltd. was based established in 1995. The basic directions of activity of the company became development, creation, marketing, support and introduction of the high-efficiency, multi-user and economically effective program appendices created on the basis of the newest information technologies.

Our experts possess a long-term operational experience in sphere of automation of conducting the financial and administrative account. All our programs are developed in Latvia, for models of business existing here, local features of conducting book keeping, and proceeding from requirements of concrete customers. Everything, that our firm offers, we have created and have fulfilled.

Shannon Ltd. successfully participates in tenders alongside with conducting Latvian developers of accounting and financial programs and offers a ready program complex "Shannon-2000". Experts of firm are offered have by the highest qualification and sense of duty that always allows our firm to reach result required by the customer. Precisely coordinated work of programmers-developers and experts on book keeping allows to optimize effectively book keeping of any complexity and specificity.

In our projects we use commercial program decisions of conducting manufacturers Borland and Microsoft, and freely distributed distribution kits Linux and FreeBSD. It allows to support a competitive price level and to offer the decisions fully complying architecture of a corporate network of the customer.

Shannon Ltd. continues to develop dynamically. We do not cost on a place, the program is constantly improved, each new version of the program has still the big opportunities, than previous. And though at a present stage of development Shannon-2000 is one of the most perfect programs of the class, our projects provide something that becomes actual in the near future.

- **Development of interactive functionality proceeds**

In the program exists an opportunity to convert the information for the majority of bank programs-clients. The user now can dispatch accounts and invoices by e-mail, simply by pressing the "button" in the program, Module "Salary" will also get online functions. The opportunity of the reference to the removed server from a browser (without the program-client) is developed. Thus it will be possible to work even with the removed warehouse.

- **Automation of updating**

Already now the user can independently establish automatic updating of the program on Internet with the use of reports FTP and HTTP. It is as simple, as in Norton Antivirus. The user addresses the file archive, the program part of the server-generator verifies installations of the user and the data of the program (by date and by version) and changes the "delayed" files itself.

- **Creation of the "self-sufficient" accounting program**


In the near future such programs will possess leadership in the complex and dynamical market which is the market of information technologies. The self-sufficient program can work with the digital signature and automatically generate reports to tax services. Already now there is a completion of the program for a possibility of electronic declaring according to new standards of the State Revenue Service ([more in detail...](#))

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FAQ

webstudio

Fig. 4.3.6. *Shannon Ltd.* corporate website. Section *About Company*, in English



Shannon 2000
Программа для тех, кто считает деньги

RU LV EN **Программные модули!** Обслуживание программ

Цены на 01.04.2005 [Цены в формате pdf \(95.08 KB\)](#)

№	НАИМЕНОВАНИЕ	ЦЕНА *
1. Автоматизированные системы бухгалтерского учета		
1.1.	SHANNON-2000 Lite Включая: "Финансы" + стандартные операции <i>до баланса</i>	230.00
1.2.	SHANNON-2000 Pro - однопользовательская версия Включая: "Финансы", "Зарплата", "Склад", "Основные средства", "Баланс", "Талижи", "Расчет прибыли и убытков", "Отчеты по Р/ВН", "Курсовая разница", "Максовые отчеты" и др.	680.00
1.3.	"Основные средства"	250.00
1.4.	"Торговля" (с возможностью подключить кассовый аппарат, весы, овер, бармен)	600.00
1.5.	"Зарплата/Кадров"	300.00
2. Новая версия программы SHANNON-2000 Upgrade** (01.03.2005)		
		Скидка 50%
3. Дополнительные функции		
3.1.	Экспорт отчетов в Word, Excel и другие программы(форматы)	80.00
3.2.	Экспорт информации в системы Клиент-Банк	40.00
3.3.	Автоматическая отправка первичных документов (Invoices...) или отчетов клиентам по электронной почте	50.00
3.4.	Установка и настройка дополнительного рабочего места	25 Ls / час
3.5.	Дополнительная конфигурация системы, дополнительное обучение	15 Ls / час
4. Разработки на заказ		
4.1.	Разработка нового программного обеспечения	Договор
4.2.	Создать новый отчет (1-й категории сложности)	~35.00
4.3.	Создать новый отчет (2-й категории сложности)	~50.00
4.4.	Создать новый отчет (3-й категории сложности)	~80.00
4.5.	Реализация новых функциональных возможностей	Договор
4.6.	Реализация новых сервисных возможностей	Договор
4.7.	Исходные тексты программы	Договор
5. Дополнительные функции для администратора системы		

Shannon 2000
О компании
Цены
Downloads
Контакты

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Технические характеристики
FAQ

Fig. 4.3.7. Shannon Ltd. corporate website. Section *Цены*, in Russian



Shannon 2000
Programma tiem, kas skaita naudu

RU LV EN **Programmatūra!** Programmas uzturēšana

Cenrādīs uz 15.05.2006 [\(70.66 kb\)](#)

№	NOSAUKUMS	CENA *
1. Grāmatvedības uzskaites automatizētās sistēmas		
1.1.	SHANNON-2000 Lite Iekļauti: "Finances" + vienlaikus operācijas	230.00
1.2.	SHANNON-2000 Pro Iekļauti: "Finances", "Darba alga", "Nāvētāva", "Pamatlīdzekļi", "Balansa", "Vingrinātava", "Palgas vai zaudējumu aprēķins", "PVN atskaites", "Yursa starpība", "Avansu norēķini" utt.	680.00
1.3.	"Pamatlīdzekļi"	250.00
1.4.	"Tirdzniecība" (ar iespēju pieslēgt kases aparātu, svaru, skeneru, bārmēni)	600.00
1.5.	"Darba alga"	300.00
2. Programmas SHANNON-2000 Upgrade** (01.03.2005)		
		Atlaide 50%
3. Sistēmas papildfunkcijas		
3.1.	Atskaņu eksports Word, Excel un citas programmas	80.00
3.2.	Datu eksports "Klients-Banka" sistēmā	40.00
3.3.	Automātiskā pirmdokumentu (Invoices...) vai atskaņu nosūtīšana klientiem ar elektronisko pastu	50.00
3.4.	Papilddarbavieta	25 Ls / st.
3.5.	Sistēmas papildkonfigurācija, papildapmācība	15 Ls / st.
4. Izstrādāšana pēc pasūtījuma		
4.1.	Jauna programmmodrošinājuma izstrādāšana	Pēc vienošanas
4.2.	Jaunas atskaites izstrādāšana (1. sarežģītības pakāpe)	~35.00
4.3.	Jaunas atskaites izstrādāšana (2. sarežģītības pakāpe)	~50.00
4.4.	Jaunas atskaites izstrādāšana (3. sarežģītības pakāpe)	~80.00
4.5.	Jauno funkcionālo iespēju realizācija	Pēc vienošanas
4.6.	Jauno servisa iespēju realizācija	Pēc vienošanas
4.7.	Programmas pirmteksti	Pēc vienošanas
5. Papildfunkcijas sistēmas administratoram		
5.1.	Programmas izveidokumentu atskaņu konstruktors	100.00

Shannon 2000 demo versija
Pieteikšanās Shannon 2000 demonstrācijai
Acrobat Reader
FAQ

Shannon 2000
Par mums
Cenas
Downloads
Kontakti

Fig. 4.3.8. Shannon Ltd. corporate website. Section *Cenas*, in Latvian




RU LV EN **Software!** Support services

Pricelist on 15.05.2006

№	NAME	Price *
1. The automated accountant systems		
1.1.	SHANNON-2000 Lite <small>"Accounting" + Standard operations up to balance.</small>	230.00
1.2.	SHANNON-2000 Pro- version for one user <small>"Accounting", "Payroll", "Warehouse", "Fixed assets", "Balance", "General ledger", "Calculation of the profit - losses", "VAT reports", "the Course difference" etc.</small>	680.00
1.3.	"Fixed assets"	250.00
1.4.	"Sales manager" <small>(With opportunity to connect a cash register, weighing - machine, scanner, barman)</small>	600.00
1.5.	"Human resources/ Payroll"	300.00
2. SHANNON-2000 Upgrade** (01.03.2005)		
		The discount 50%
3. Additional functions of system		
3.1.	Export of reports in Word, Excel, JPG, etc.	80.00
3.2.	Export of the information to Client-Bank systems	40.00
3.3.	Automatic sending initial documents (Invoices.) or reports to clients by e-mail	50.00
3.4.	The Additional workplace	25 LVL / hour
3.5.	The Additional configuration of system, additional training	15 LVL / hour
4. Development to order		
4.1.	Development of the new software	The Contract
4.2.	To create the new report (1-st category of complexity)	~35.00
4.3.	To create the new report (2-st category of complexity)	~50.00
4.4.	To create the new report (3-st category of complexity)	~80.00
4.5.	Realization of new functionalities	The Contract
4.6.	Realization of new service opportunities	The Contract
4.7.	Realization SHANNON-2000 Pro for corporate clients	The Contract
5. Additional functions for the manager of system		

Download Shannon 2000 demo

Acrobat Reader

Technical requirements

FAQ

- Shannon 2000
- About Company
- Prices
- Downloads
- Contact us



Fig. 4.3.9. Shannon Ltd. corporate website. Section Prices, in English

Shannon2000
Программа для тех, кто считает деньги

RU LV EN

Shannon 2000

О компании

Цены

Downloads

Контакты

SHANNON-2000

- 01th Mar 2006 Демонстрационная версия программы
- 15th Mar 2005 Прайс-лист (.pdf) (95.08 KB)

SQL Server

- Interbase Public Licence (.rtf) (29.50 kb)
- Документация по Firebird-1.5- Быстрый старт (или в pdf)

В настоящее время программа поддерживает работу с двумя вариантами SQL сервера Interbase. Оригинальный вариант от [Borland](#) и Firebird выпущенный компанией [IBPhoenix](#).

Мы рекомендуем использовать SQL сервер **Firebird V2.0.1**

Windows

- 21st Mar 2007 Official Windows Setup and Installer For Classic and SuperServer (.exe) (4.1mb)
- 21st Mar 2007 SuperServer and Classic for Windows (.zip) (5.6mb)
- 21st Mar 2007 Embedded Server for Windows (.zip) (3.1mb)
- 21st Mar 2007 Windows Debug Build _Installer (.exe) (7.0mb)
- 21st Mar 2007 Windows Debug Build (.zip) (10.4mb)
- 21st Mar 2007 Embedded Server Debug Build for Windows (.zip) (5.3mb)

Classic Server Linux i686

- 21st Mar 2007 Classic for Linux (.rpm) (4.7mb)
- 21st Mar 2007 Classic for Linux (.tar.gz) (4.5mb)
- 21st Mar 2007 Classic Debug Build for Linux (.tar.gz) (22.2mb)

Classic Server for AMD64 and EMT64 Linux

- 21st Mar 2007 Classic for Linux AMD64 and EMT64 (.rpm) (4.7mb)
- 21st Mar 2007 Classic for Linux AMD64 and EMT64 (.tar.gz) (4.6mb)
- 21st Mar 2007 Classic Debug Build for Linux AMD64 and EMT64 (.tar.gz) (22mb)

SuperServer for Linux i686 (Old Threading Library)

- 21st Mar 2007 SuperServer for Linux (.rpm) (4.8mb)
- 21st Mar 2007 SuperServer for Linux (.tar.gz) (4.7mb)
- 21st Mar 2007 SuperServer Debug Build for Linux (.tar.gz) (22.5mb)

SuperServer for Linux i686 (NPPTL)

- 21st Mar 2007 SuperServer for Linux NPPTL (.rpm) (4.8mb)
- 21st Mar 2007 SuperServer for Linux NPPTL (.tar.gz) (4.7mb)
- 21st Mar 2007 SuperServer Debug Build for Linux NPPTL (.tar.gz) (22.4mb)

SuperServer for AMD64 and EMT64 Linux

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Заказать презентацию Shannon 2000

Технические характеристики

FAQ

Acrobat Reader

Fig. 4.3.10. Shannon Ltd. corporate website. Section Downloads, in Russian

Shannon2000
Programma tiem, kas skaita naudu

RU LV EN

Shannon 2000

Par mums

Cenas

Downloads

Kontaksti

Shannon-2000

- 01th Mar 2006 Demo versija
- 15th Mar 2005 Cenu lapa (.pdf) (70.66 KB)

SQL Server

- Interbase Public Licence (.rtf) (29.50 kb)
- Firebird dokumentācija

Pašlaik programma atbalsta darbu ar diviem Interbase servera variantiem SQL. Oriģinālais variants no [Borland](#) un FireBird, izlaists kompānijā [IBPhoenix](#).

Firebird v2.0.1 downloads

Windows

- 21st Mar 2007 Official Windows Setup and Installer For Classic and SuperServer (.exe) (4.1mb)
- 21st Mar 2007 SuperServer and Classic for Windows (.zip) (5.6mb)
- 21st Mar 2007 Embedded Server for Windows (.zip) (3.1mb)

Classic Server Linux i686

- 21st Mar 2007 Classic for Linux (.rpm) (4.7mb)
- 21st Mar 2007 Classic for Linux (.tar.gz) (4.5mb)

Classic Server for AMD64 and EMT64 Linux

- 21st Mar 2007 Classic for Linux AMD64 and EMT64 (.rpm) (4.7mb)
- 21st Mar 2007 Classic for Linux AMD64 and EMT64 (.tar.gz) (4.6mb)

SuperServer for Linux i686 (Old Threading Library)

- 21st Mar 2007 SuperServer for Linux (.rpm) (4.8mb)
- 21st Mar 2007 SuperServer for Linux (.tar.gz) (4.7mb)

SuperServer for Linux i686 (NPPTL)

- 21st Mar 2007 SuperServer for Linux NPPTL (.rpm) (4.8mb)
- 21st Mar 2007 SuperServer for Linux NPPTL (.tar.gz) (4.7mb)

SuperServer for AMD64 and EMT64 Linux

- 21st Mar 2007 SuperServer for Linux AMD64 and EMT64 (.rpm) (4.8mb)
- 21st Mar 2007 SuperServer for Linux AMD64 and EMT64 (.tar.gz) (4.7mb)

Other 2.0.x Builds

- 9th Mar 2007 Classic for MacOSX (i686) V2.0.0 (.pkg.zip) (9.8mb)

Shannon 2000 demo versija

Pietiekamās Shannon 2000 demonstrācijai

Tehniskās prasības

FAQ

Acrobat Reader

Fig. 4.3.11. Shannon Ltd. corporate website. Section Downloads, in Latvian

КОНТАКТЫ

Телефон (факс): 7089411,
Мобильный телефон: 29203750
Адрес: LV-1658, Рига, ул. Калькю 1-99 (Рижский
Технический университет)
E-mail: shannon@shannon.lv

Как нас найти:
Старая Рига, центральный вход университета, первый
этаж левого крыла



КОНТАКТНАЯ ФОРМА:

Если у Вас возникли вопросы или предложения по поводу материалов, представленных на наших продуктах или услуг, возможного сотрудничества, напишите нам прямо сейчас! Заг приведенную ниже форму и нажмите кнопку «Отправить»

Имя: *

Fig. 4.3.13. *Shannon Ltd.* corporate website. Section Контакты, in Russian

KONTAKTI

Tālrunis (fakss): 7089411,
Mobilais tālrunis: 29203750
Adrese: LV-1658, Rīga, Kalķu ielā 1-99 (Rīgas Tehniskā
universitāte),
E-mail: shannon@shannon.lv

Kā mūs atrast:
Vecrīga, RTU centrālā ieeja, ēkas kreisā spārņa 1. stāvs



Jā Jums radīsies kādi jautājumi vai ierosinājumi sakarā ar materiāliem, kuri ir reprezentēti inter lapā, mūsu produktiem, pakalpojumiem vai iespējamo sadarbību, rakstiet tūlīt! Aizpildiet ze norādīto formu un uzspiediet uz "Nosūtīt".

KONTAKTA FORMA:

Vārds: *

Tālrunis:

Fig. 4.3.14. *Shannon Ltd.* corporate website. Section Kontakti, in Latvian

CONTACTS

The Phone (fax): 7089411,

the Mobile phone: 29203750

Address: 1-99 Kalku street, Riga, LV-1658 (the Riga Technical university)

E-mail: shannon@shannon.lv

How to find us:

Old Riga, the central input(entrance) of university, ground floor of the left wing.



CONTACT FORM:

If you have questions or offers regarding the materials presented on the web-site, our product services, possible cooperation, send an e-mail to us right now! Fill in placed below and press bu „Send”

Name: *

Fig. 4.3.15. *Shannon Ltd.* corporate website. Section *Contact Us*, in English

Appendix 5



Fig. 4.4.1. Cēsu alus corporate website. Main page, in Latvian



Fig. 4.4.2. Cēsu alus corporate website. Main page, in Russian



Fig. 4.4.3. *Cēsu alus* corporate website. Main page, in English



Fig. 4.4.4. Cēsu alus corporate website. Section *Par mums*, in Latvian



Fig. 4.4.5. Cēsu alus corporate website. Section *О нас*, in Russian



Fig. 4.4.6. *Cēsu alus* corporate website. Section *About us*, in English



Fig. 4.4.7. *Cēsu alus* corporate website. Section *Produkti*, in Latvian



Fig. 4.4.8. *Cēsu alus* corporate website. Section *Продукты*, in Russian

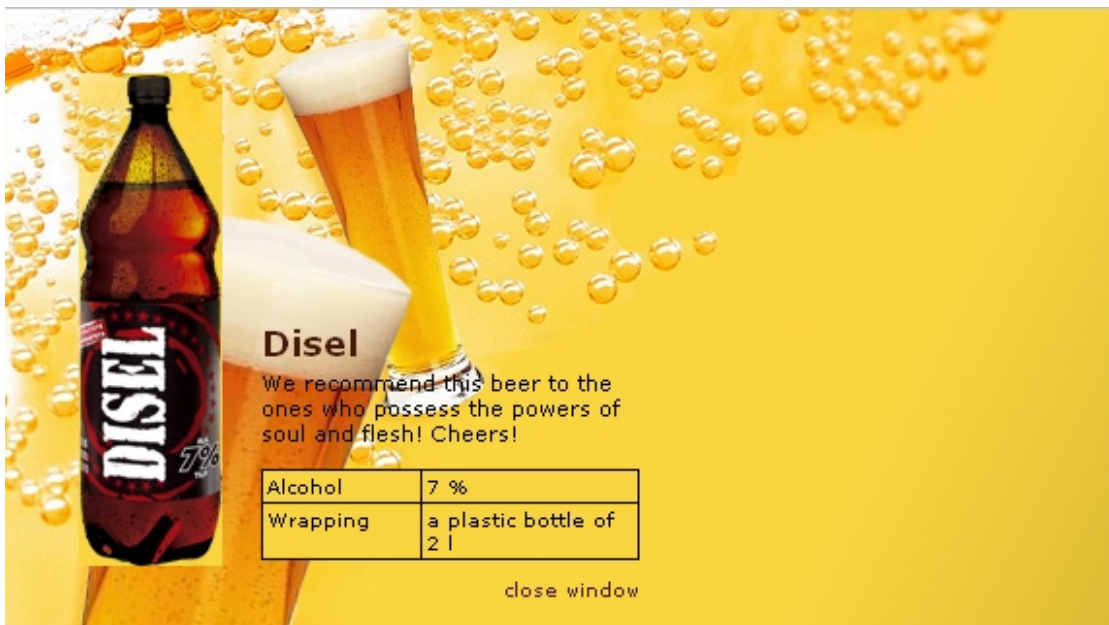


Fig. 4.4.9. *Cēsu alus* corporate website. Section *Products*, in English

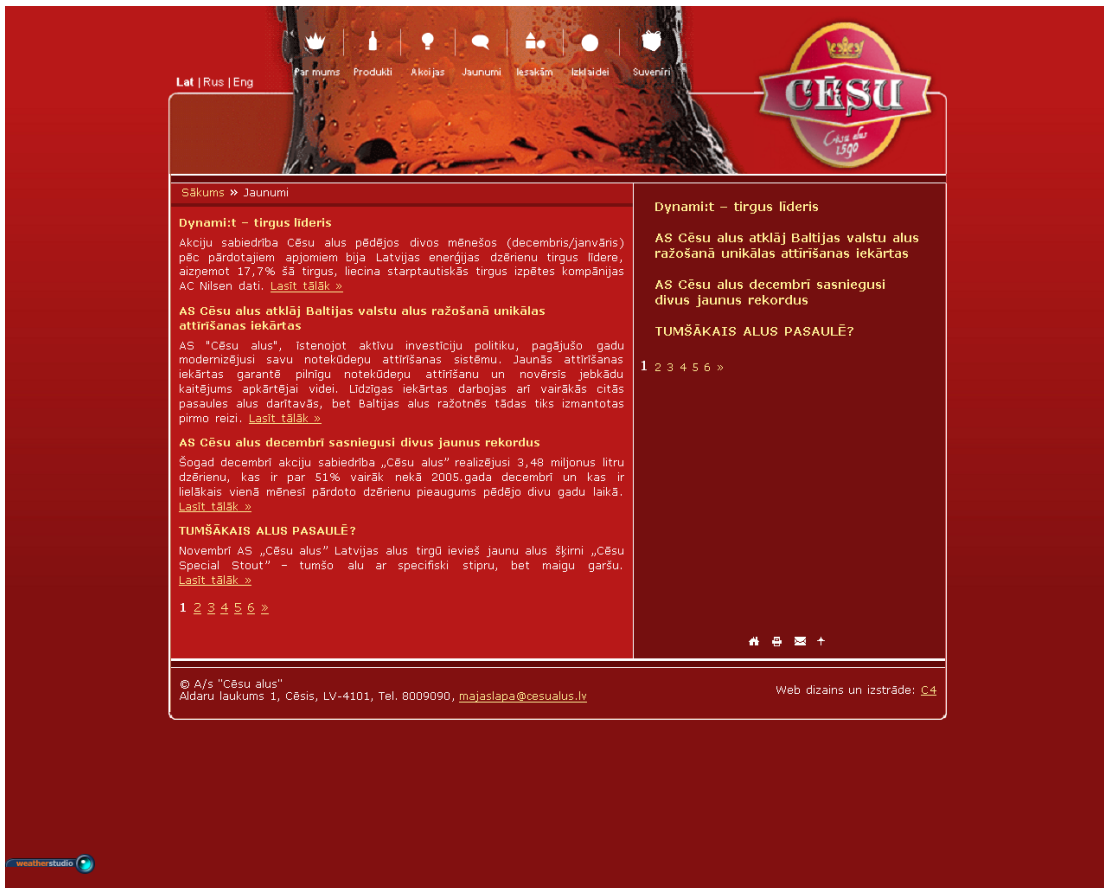


Fig. 4.4.10. *Cēsu alus* corporate website. Section *Jaunumi*, in Latvian



Fig. 4.4.11. *Cēsu alus* corporate website. Section *Новости*, in Russian

Lat | Rus | Eng

🔥
🍷
🗨️
☎️



Home » Latest news

Cocktail "Cēsu gin with grapefruit flavour" – "PRODUCT OF THE YEAR 2005"

On the 8th of March this year in the Small hall of the Congress House, the most favoured consumer products were announced. These products received the title "PRODUCT OF THE YEAR 2005". This year 42 products received this title. [Read more »](#)

First classical ale brewed in Latvia

Since the end of February, beer fans in Latvia have access to "Cēsu English Ale" that is a new product in the portfolio of "Cēsu alus". This is the first classical beer in Latvia. Ale is a special type of beer that is prepared in special fermentation conditions. Fermentation is one of the oldest technologies in the world. At the end of the brewing process barn rises to the surface. This brings this beer strong flavour and aroma. On the other hand, in the production of "lager" type of beer the contrary happens – during the fermentation process barn settles in the lower part of the bowl. Ale production is most popular in Ireland, England and North America. The most famous English ales are *Newcastle*, *Leffe*, and *London Special Ale*. [Read more »](#)

JSC "Cēsu alus" – The General Sponsor of Grand Music Award 2005

This year, for the first time, the award is being sponsored by JSC Cēsu Alus. Eva Sietipšone, president of the company emphasizes that "One of the support directions for "Cēsu Alus" is culture. Since one of the main priorities for "Cēsu Alus" has always been quality, the Grand Music Award is our natural choice because it is an event with the highest cultural quality and taste." [Read more »](#)

Company "Cēsu alus" has created "Chocolate Porter" – a unique brand of beer in Latvia

"Cēsu alus", the second largest beer brewery in Latvia, has created "Chocolate Porter", a new unique beer brand in Latvia. On 15 November this year the new drink was submitted for evaluation by the mass media in the 18th century atmosphere of the House of Mencendorfs. [Read more »](#)

1 2 3 4 »

Cocktail "Cēsu gin with grapefruit flavour" – "PRODUCT OF THE YEAR 2005"

First classical ale brewed in Latvia

JSC "Cēsu alus" – The General Sponsor of Grand Music Award 2005

Company "Cēsu alus" has created "Chocolate Porter" – a unique brand of beer in Latvia

1 2 3 4 »

© A/s "Cēsu alus"
Aldaru laukums 1, Cēsis, LV-4101, Tel. 8009090, majaslapa@cesualus.lv

Web dizains un izstrāde: C4

Fig. 4.4.12. *Cēsu alus* corporate website. Section *Latest news*, in English

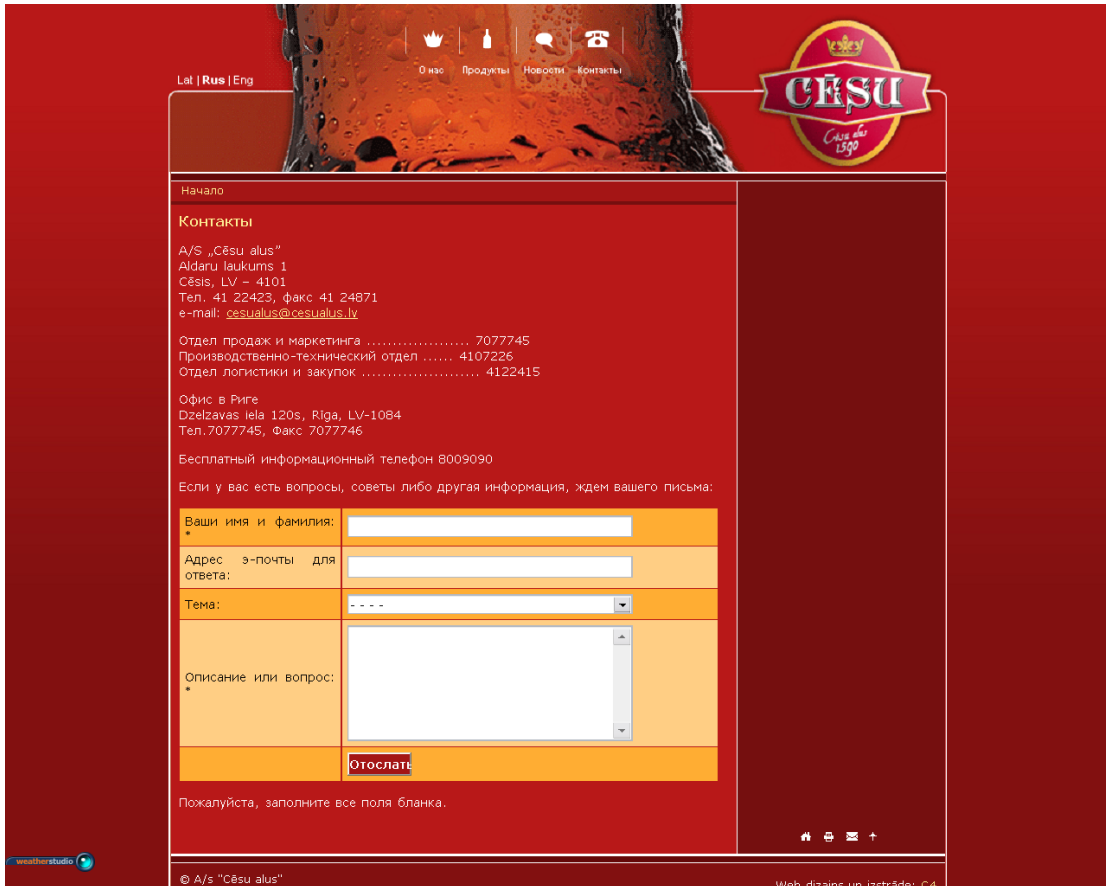


Fig. 4.4.13. Cēsu alus corporate website. Section *Контакты*, in Russian

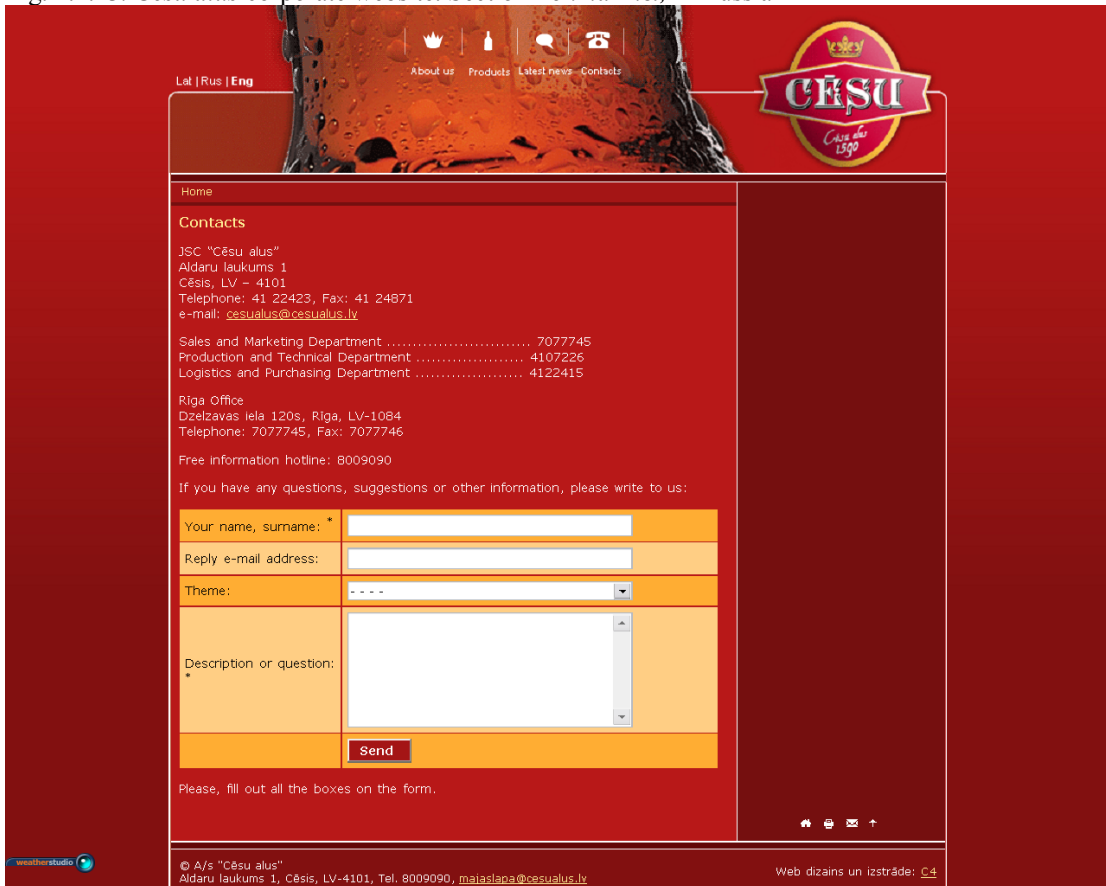


Fig. 4.4.14. *Cēsu alus* corporate website. Section *Contacts*, in English

lat rus eng

galvena lapas karte

KOMPĀNIJA PAKALPOJUMI JAUNUMI KONTAKTI

Laipni lūdzam!

BTB Eiropas Obligāciju fonds
11.05.2007

Daljas vērtība (EUR)	Pārdošanas cena (EUR)	Izmaiņas %
106.23	106.76	+0.22 ▲

BTB Austrumeiropas Akciju fonds
11.05.2007

Daljas vērtība (USD)	Pārdošanas cena (USD)	Izmaiņas %
116.06	117.80	-1 ▼

BTB Austrumeiropas Sabalansētais fonds
11.05.2007

Daljas vērtība (USD)	Pārdošanas cena (USD)	Izmaiņas %
109.04	110.13	-0.16 ▼

03.03.2006
2006.gada 3.martā Finanšu un kapitāla tirgus komisijas padome nolēma izsniegt ieguldījumu pārvaldes sabiedrībai "BTB Asset Management" ... [lasīt tālāk](#) »

Jaunumi

Pakalpojumi

Kompānija

Kontakti

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weatherstudio

Fig. 4.5.1. *BTB Asset Management* corporate website. Main page, in Latvian

Добро пожаловать!

BTB Eiropas Obligāciju fonds
(Фонд Европейских Облигаций)
11.05.2007

Стоимость доли (EUR)	Цена продажи (EUR)	Изменение %
106.23	106.76	+0.22 ▲

BTB Austrumeiropas Akciju fonds
(Фонд Акций Восточной Европы)
11.05.2007

Стоимость доли (USD)	Цена продажи (USD)	Изменение %
116.06	117.80	-1 ▼

BTB Austrumeiropas Sabalansētais fonds
(Восточноевропейский сбалансированный фонд)
11.05.2007

Стоимость доли (USD)	Цена продажи (USD)	Изменение %
109.04	110.13	-0.16 ▼

03.03.2006
3 марта 2006 года Комиссия рынков финансов и капитала (РКФК) приняла решение выдать ком... [читать дальше](#) »

Новости



Услуги



Компания



Контакты



Fig. 4.5.2. BTB Asset Management corporate website. Main page, in Russian

Welcome!

BTB Eiropas Obligāciju fonds
(European Bond Fund)
11.05.2007

NAV (EUR)	Selling price (EUR)	NAV change %
106.23	106.76	+0.22 ▲

BTB Austrumeiropas Akciju fonds
(East European Stock Fund)
11.05.2007

NAV (USD)	Selling price (USD)	NAV change %
116.06	117.80	-1 ▼

BTB Austrumeiropas Sabalansētais fonds
(Eastern Europe Balanced fund)
11.05.2007

NAV (USD)	Selling price (USD)	NAV change %
109.04	110.13	-0.16 ▼

03.03.2006
[read more](#) »

News



Services



Company



Contacts



Fig. 4.5.3. *BTB Asset Management* corporate website. Main page, in English



Fig. 4.5.4. *BTB Asset Management* corporate website. Section *Kompānija*, subsection *Valdes paziņojums*, in Latvian

www.btm.lv
КОМПАНИЯ
УСЛУГИ
НОВОСТИ
КОНТАКТЫ

Сообщение правления

- [Сообщение правления](#)
- [История](#)
- [Акционеры](#)
- [Финансовая информация](#)
- [Контакты](#)



Олег Корженевский, CFA

Председатель правления,
президент



Алиса Смехова

Член правления, вице-президент
по юридическим вопросам

"BTB Asset Management" – это молодая компания, которая стремится стать самой крупной управляющей компанией в Латвии, предлагающая своим клиентам широкий спектр инвестиционных услуг высочайшего уровня.

В своей деятельности мы опираемся и будем в дальнейшем опираться на такие принципы как анализ и дисциплина.

Анализ
Наш инвестиционный подход - это постоянный анализ. Перед инвестированием мы всесторонне анализируем историю деятельности контрагента и эмитента, его финансовые показатели и результаты управления. Управляя портфелями клиентов мы используем метод multi-sector/multi-style.

Дисциплина
В инвестиционных вопросах мы используем подход дисциплинированного инвестирования, который комбинирует понимание целей инвестора с четко выбранной стратегией. Мы используем последовательные методологии для того, чтобы разработать стратегию управления активами, наиболее подходящую для каждого конкретного клиента.

Наша ценность – это

- **Клиенты.** Интересы наших клиентов всегда являются самым главным, о чём мы думаем в первую очередь. Мы заботимся о благополучии наших клиентов, ведь успехи и доходы, полученные клиентом в результате оказанных нами услуг, являются гарантией и нашего благополучия.
- **Акционеры.** Мы делаем всё, чтобы инвестиции акционеров в нашу деятельность и развитие направления приносило прибыль нашим акционерам.
- **Команда.** Самыми главными активами являются наши люди. Мы поощряем обучение наших работников и повышение профессиональной квалификации. Работники нашей компании прилагают все усилия для того, чтобы предусмотреть желания клиентов и оказать клиентам соответствующие услуги высочайшего уровня.

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Разработано в студии [web-design.lv](#)

Fig. 4.5.5. *BTB Asset Management* corporate website. Section *Компания*, subsection *Сообщение правления*, in Russian

lat rus eng

BTB Asset Management

home
site map

COMPANY SERVICES NEWS CONTACTS


Board statement

- **Board statement**
- **History**
- **Shareholders**
- **Financial information**
- **Contacts**



Oleg Korzhenevsky, CFA

Chairman of the board of directors,
president



Alice Smekhova

Member of the board of directors,
vice-president on legal affairs

"BTB Asset Management" – it is the young company, that aspires to become the largest operating company in Latvia, offering to its clients a wide range of investment services of the highest level.

Our activity is based and will be based on such principles as the analysis and discipline.

Analysis
Our investment approach is research intensive. We extensively review the operating history and management performance of companies that we invest in, as well as the creditworthiness of our fixed income issuers. Managing portfolios of our clients we use a method multi-sector/multi-style

Discipline
In investment management we use the disciplined investment approach - specifically one that combines an understanding of the goals and objectives of the investor with a fine-tuned strategy backed by comprehensive research. We use consecutive methodology to develop strategy of asset management that will be the most suitable for each concrete client.

Our values are:

- **Clients.** Our clients' interests come first what we think about. We care for wealth of our clients, knowing that their success and profit, gained in the result of our services providing, is the guarantee of our wealth as well.
- **Shareholders.** The Company has a fundamental mission of earning a profit in an ethical manner and providing shareholders with a fair return on their investment.
- **Team.** Our main asset is our team. We build trust and teamwork with open, candid communications across our organization. We share ideas and best practices. We recognize that team effort brings the highest value to our clients.

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Fig. 4.5.6. *BTB Asset Management* corporate website. Section *Company*, subsection *Board statement*, in English

Vēsture

- ▣ [Valdes paziņojums](#)
- ▣ [Vēsture](#)
- ▣ [Akcionāri](#)
- ▣ [Finanšu informācija](#)
- ▣ [Kontakti](#)

2004. gads

23.janvāri "BTB Asset Management" ir saņēmusi Finanšu un kapitāla tirgus komisijas licenci ieguldījumu sabiedrības darbībai, kas tika reģistrēta Finanšu un kapitāla tirgus komisijas reģistrā Nr.06.03.07.231/85.

08.oktobrī "BTB Asset Management" pārrēģistrēja savu licenci Finanšu un kapitāla tirgus komisijā.

2005. gads

18.janvāri "BTB Asset Management" noslēdza pārvaldīšanas līgumu ar AS "BALTIC TRUST BANK atklātais pensiju fonds" par pensiju plānu pārvaldīšanu.

21.janvāri "BTB Asset Management" pierēģistrēja Finanšu un kapitālu tirgus komisijā savu pirmo nodibināto ieguldījumu fondu - atvērto ieguldījumu fondu "BTB Eiropas Obligāciju fonds"

"BTB Asset Management" kļuva par Latvijas Centrālā depozitārīja dalībnieci emitenta statusā.

15.aprīlī "BTB Asset Management" pierēģistrēja Finanšu un kapitālu tirgus komisijā atvērto ieguldījumu fondu "BTB Austrumeiropas Akciju fonds".

Fig. 4.5.7. BTB Asset Management corporate website. Section *Kompānija*, subsection *Vēsture*, in Latvian

История

- [Сообщение правления](#)
- [История](#)
- [Акционеры](#)
- [Финансовая информация](#)
- [Контакты](#)

2004 год

23 января "BTB Asset Management" получила лицензию Комиссии рынка финансов и капитала на ведение деятельности общества вложений, которая была зарегистрирована в Комиссии рынка финансов и капитала под номером № 06.03.07.231/85.

08 октября "BTB Asset Management" перерегистрировала свою лицензию в Комиссии рынка финансов и капитала.

2005 год

18 января "BTB Asset Management" заключила договор с АО "BALTIC TRUST BANK atklātais pensiju fonds" на управление пенсионными планами.

21 января "BTB Asset Management" зарегистрировала в Комиссии рынка финансов и капитала свой первый учреждённый фонд вложений – открытый инвестиционный фонд "BTB Eiropas Obligāciju fonds" (Фонд Европейских облигаций).

"BTB Asset Management" стала участником Латвийского Центрального депозитария в качестве эмитента.

15 апреля "BTB Asset Management" зарегистрировала в Комиссии рынка финансов и капитала открытый инвестиционный фонд "BTB Austrumeiropas Akciju fonds" (Фонд Акций Восточной Европы).

Fig. 4.5.8. BTB Asset Management corporate website. Section *Компания*, subsection *История*, in Russian

History

- [Board statement](#)
- [History](#)
- [Shareholders](#)
- [Financial information](#)
- [Contacts](#)

2004

January 23, IMC "BTB Asset Management" was granted a license of Financial and Capital Market Commission, permitting it to manage investment funds and individual portfolios of financial assets. The licence is registered in Financial and Capital Market Commission under the number 06.03.07.231/85.

October 8, IMC "BTB Asset Management" licence was re-registered in Financial and Capital Market Commission.

2005

January 18, IMC "BTB Asset Management" concluded a contract on pension plans management with JSC "BALTIC TRUST BANK open pension fund".

January 21, Financial and Capital Market Commission registered the first open-ended investment fund "BTB Eiropas Obligāciju fonds" (European Bond Fund), established by the IMC "BTB Asset management".

IMC "BTB Asset Management" became a member as an issuer of Latvian Central Depository.

April 15, Financial and Capital Market Commission registered the second open-ended investment fund "BTB Austrumeiropas Akciju fonds" (East European Stock Fund), established by the IMC "BTB Asset management".

Fig. 4.5.9. *BTB Asset Management* corporate website. Section *Company*, subsection *History*, in Latvian

lat rus eng

galvena lapas karte

KOMPĀNIJA | **PAKALPOJUMI** | JAUNUMI | KONTAKTI

Akcioniāri

- Valdes paziņojums
- Vēsture
- Akcioniāri**
- Finanšu informācija
- Kontakti

IPS "BTB Asset Management" vienīgais akcionārs ir akciju sabiedrība "Baltic Trust Bank".

Akciju sabiedrība "Baltic Trust Bank" (BTB) uzsāka savu darbību 1992.gadā ar nosaukumu "Baltijas Transītu banka". Savu nosaukumu banka ieguva pateicoties tam, ka bankas darbības pirmajos gados stratēģiskais virziens tika noteikts eksporta, importa un preču tranzīta plūsmu apkalpošanai. Kops dibināšanas dienas BTB ir izaugusi ārpus nozares bankas šaurajām robežām un šodien ir viena no lielākajām Latvijas universālajām komercbankām, kas apkalpo praktiski visas valsts tautsaimniecības sfēras.

2004.gadā BTB akcionāri pieņēma lēmumu par pāreju uz jaunu bankas nosaukumu. Pāreja uz jaunu nosaukumu liecina par to, ka banka ir sasniegusi augstāku attīstības līmeni.

Pašlaik BTB ieņem vienu no vadošajām vietām banku pakalpojumu tirgū Latvijā. Tā ir universāla komercbanka, kas piedāvā plašu pakalpojumu klāstu filiālēs visā Latvijas teritorijā, kā arī izmantojot elektroniskās pieejas kanālus ("Interneta banka", "Klients-Banka", "Telefonbanka" u.c.), orientējoties gan uz fiziskām, gan uz juridiskām personām. Stabili attīstoties, tā nodrošina finansiālo pakalpojumu kvalitātes atbilstību arvien pieaugošajām klientu prasībām. BTB ir viena no Latvijas komercbankām, kam pieder visplašākais filiāļu un noreķinu grupu tīkls. 2004. gadā aģentūra *Moody's Investors Service* piešķīra bankai starptautiskos reitingus *Ba3/NP* un *D* ar stabilu prognozi.

Uz doto brīdi AS "Baltic Trust Bank" ir nodibinājusi 5 meitas uzņēmumus:

- IPS "BTB Asset Management"
- AS "Baltic Trust Bank atklātais pensiju fonds"
- SIA "BTB Realty"
- Kompānija "BTB Real Estate" (Maskava)
- Kompānija "BTB Investment"(Ukraina).

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Fig. 4.5.10. BTB Asset Management corporate website. Section *Kompānija*, subsection *Akcioniāri*, in Latvian

на главную карта сайта

КОМПАНИЯ | **УСЛУГИ** | НОВОСТИ | КОНТАКТЫ

Акционеры

- Сообщение правления
- История
- Акционеры**
- Финансовая информация
- Контакты

Единственным акционером УК "BTB Asset Management" является акционерное общество "Baltic Trust Bank".

Акционерное общество "Baltic Trust Bank" начало свою деятельность в 1992 году с названием "Балтийский Транзитный банк". Свое название банк получил благодаря тому, что в первые годы деятельности банка его стратегическое направление было выбрано для обслуживания потоков экспорта, импорта и транзита товаров. Со дня своего основания ВTB вырос из узких рамок отраслевого банка и сегодня является одним из крупнейших универсальных коммерческих банков Латвии, обслуживающим практически все сферы народного хозяйства страны.

В 2004 году акционеры ВTB приняли решение о переходе на новое название банка. Переход на новое название свидетельствует о достижении банком более высокого уровня развития.

В настоящее время ВTB занимает одно из ведущих мест на рынке банковских услуг в Латвии. Это универсальный коммерческий банк, предлагающий широкий спектр услуг по всей территории Латвии, а также с помощью каналов электронного доступа ("Интернет банк", "Клиент- Банк", "Телефонбанк" и др.), ориентируясь как на физических, так и на юридических лиц. При стабильном развитии он обеспечивает соответствие качества финансовых услуг постоянно растущим требованиям клиентов. ВTB— один из коммерческих банков Латвии, располагающих самой разветвленной сетью филиалов и расчетных групп. В 2004 году агентство *Moody's Investors Service* присвоило банку международные рейтинги *Ba3/NP* и *D* со стабильным прогнозом.

На сегодняшний день АО "Baltic Trust Bank" учредило 5 дочерних компаний:

- УК "BTB Asset Management"
- АО "Baltic Trust Bank atklātais pensiju fonds"
- ООО "BTB Realty"
- Компания "BTB Real Estate" (Москва)
- Компания "BTB Investment"(Украина).

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Fig. 4.5.11. BTB Asset Management corporate website. Section *Компания*, subsection *Акционеры*, in Russian

The screenshot displays the corporate website for BTB Asset Management. At the top left is the logo, which consists of a stylized blue 'B' with three horizontal lines extending to the left, followed by the text 'BTB Asset Management'. To the right of the logo are three language links: 'lat', 'rus', and 'eng'. Below the logo is a dark blue horizontal banner with a background image of two hands shaking. On the right side of this banner are two links: 'home' and 'site map'. Below the banner is a navigation menu with four items: 'COMPANY', 'SERVICES', 'NEWS', and 'CONTACTS'. The 'COMPANY' item is highlighted with a red underline. Below the navigation menu is the main content area, which is divided into two columns. The left column is titled 'Shareholders' and contains a list of links: 'Board statement', 'History', 'Shareholders', 'Financial information', and 'Contacts'. The right column contains the main text of the 'Shareholders' section. The text is as follows:

The single shareholder of AMC "BTB Asset Management" is the joint-stock company "[Baltic Trust Bank](#)".

The Joint Stock Company "Baltic Trust Bank" (BTB) started its activities in 1992 under the name "Baltic Transit Bank". The Bank acquired its initial name due to the fact that over the first years of the Bank's activities servicing of export, import and transit flows of goods was chosen as a strategic line of its business. Since its foundation date BTB has outgrown the narrow framework of a one- industry bank and become one of the major all- purpose commercial banks of Latvia that provides servicing in all industries of national economy.

In 2004 BTB shareholders decided to make transition to a new name of the Bank - JSC "Baltic Trust Bank". Such transition indicates that the Bank has achieved a higher level of development.

Currently BTB is one of the leaders of the bank services market in Latvia. It is an all-purpose commercial bank offering a wide range of services throughout the territory of Latvia, as well as via electronic access channels ("Internet- Bank", "Client- Bank", "Telephone- Bank" etc.), with a focus on both individuals, and corporate persons. With stable development, it ensures that continuously growing requirements of its customers for the quality of financial services are met. BTB is among the commercial banks of Latvia with the most extended system of branches and agencies. In 2004 *Moody's Investors Service Agency* assigned international ratings of *Ba3/NP* and *D* with the stable prospects to the Bank.

For the present the JSC "Baltic Trust Bank" has established 5 subsidiaries:

- IMC "BTB Asset Management" - Latvia
- JSC "Baltic Trust Bank atklātais pensiju fonds" (Open Pension Fund) - Latvia
- "BTB Realty" - Latvia
- "BTB Real Estate" - Russia
- "BTB Investment" - Ukraine.

At the bottom of the page, there is a footer with the copyright notice: "© 2005, IMC "BTB Asset Management". All rights reserved." and the text "Made by [web-design.lv](#)".

Fig. 4.5.12. *BTB Asset Management* corporate website. Section *Company*, subsection *Shareholders*, in English

BTB Eiropas Obligāciju fonds

BTB Eiropas Obligāciju fonds

[Dokumenti](#)

[Finanšu informācija](#)

[Fonda daļas vērtība](#)

[Kļūt par klientu](#)

BTB Austrumeiropas Akciju fonds

BTB Austrumeiropas Sabalansētais fonds

Atvērtais ieguldījumu fonds "BTB Eiropas Obligāciju fonds" ir paredzēts ieguldītājiem, kuri vēlas saņemt lielākus ienākumus no saviem ieguldījumiem, nekā nodrošina termiņnoguldījumi bankā, bet nevēlas uzņemties lielākus riskus.

Šis fonds veidots tiem ieguldītājiem, kas orientējas uz vidēja termiņa ieguldījumiem, t.i. vēlas ieguldīt uz termiņu vismaz 1 gads, ieteicams 2-3 gadi.

Sava mērķa sasniegšanai Fonds investē savus līdzekļus, galvenokārt, Latvijā un citās ES dalībvalstīs emitētās parādsaistībās – valsts un municipālās obligācijās, centrālo banku, kredītiestāžu un komercsabiedrību obligācijās, kuru emitentiem piešķirts investīciju līmeņa kredītreitings, tādējādi emitenta saistību neizpildes risks ir ierobežots.

Ši fonda pamatvalūta ir EUR.

Fonda politika paredz sekojošus pamatprincipus attiecībā uz ieguldījuma portfeļa struktūru:

- Līdz 100% no šī fonda aktīviem var tikt ieguldīti parāda vērtspapīros un naudas tirgus instrumentos;
- Līdz 25% no šī fonda aktīviem var tikt ieguldīti kredītiestāžu termiņnoguldījumos;
- Līdz 10% no šī fonda aktīviem var tikt ieguldīti atvērto ieguldījumu fondu (kas galvenokārt veic ieguldījumus parāda vērtspapīros) ieguldījumu aplocībās;
- Līdz 50% no šī fonda aktīviem var tikt ieguldīti valūtās, kas nav šī fonda pamatvalūta - EUR.

Fig. 4.5.13. BTB Asset Management corporate website. Section *Pakalpojumi*, subsection *Fondi*, in Latvian

BTB Eiropas Obligāciju fonds (Фонд Европейских Облигаций)

BTB Eiropas Obligāciju fonds (Фонд Европейских Облигаций)

Документы

Финансовая информация

Стоимость доли фонда

Как стать клиентом

BTB Austrumeiropas Akciju fonds (Фонд Акции Восточной Европы)

BTB Austrumeiropas Sabalansētais fonds (Восточноевропейский сбалансированный фонд)

Открытый инвестиционный фонд "BTB Eiropas Obligāciju fonds" предназначен для тех инвесторов, кто желает получить более высокий доход от своих инвестиций, чем обеспечивает банковские депозиты, но не хотят брать на себя большой риск.

Этот фонд создан для тех инвесторов, кто ориентируется на среднесрочные инвестиции, т.е. желает инвестировать капитал на срок минимум 1 год, желательно 2-3 года.

Для достижения своей цели фонд инвестирует свои средства, главным образом, в долговые обязательства, эмитированные в Латвии и других странах-участницах ЕС – государственные и муниципальные облигации, облигации центральных банков, кредитных учреждений и предпринимательских обществ, эмитентам которых присвоен кредитный рейтинг инвестиционного уровня, таким образом, риск невыполнения эмитентом своих обязательств ограничен.

Основная валюта фонда - EUR.

Политика фонда предусматривает следующие основные параметры структуры портфеля инвестиций:

- до 100% активов Фонда может быть инвестировано в облигации и инструменты денежного рынка;
- до 25% активов Фонда может быть инвестировано в депозитные вклады в кредитных учреждениях;
- до 10% активов Фонда может быть вложено в открытые инвестиционные фонды, специализирующиеся на инвестициях в ценные бумаги с фиксированным доходом;
- до 50% активов Фонда может быть инвестировано в валюты, отличные от Основной валюты Фонда.

Fig. 4.5.14. BTB Asset Management corporate website. Section Услуги, subsection Фонды, in Russian

BTB Eiropas Obligāciju fonds (European Bond Fund)

[BTB Eiropas Obligāciju fonds \(European Bond Fund\)](#)

[Documents](#)

[Financial information](#)

[Fund value](#)

[How to become a client](#)

[BTB Austrumeiropas Akciju fonds \(East European Stock Fund\)](#)

[BTB Austrumeiropas Sabalansētais fonds \(Eastern Europe Balanced fund\)](#)

The open-ended investment fund "BTB Eiropas Obligāciju fonds" (European Bond Fund) is created for those investors who is guided by intermediate term investments, i.e. 1 year wishes to invest for the term of a minimum, 2-3 years are desirable.

Investment goal of the fund is the stable growth in the medium- term capital at a low investment risk. In order to achieve its goal, the Fund invests its assets, mainly, into bonds issued in Latvia and other EU member - countries– government and municipal bonds, bonds of central banks, credit institutions and companies, where to the credit rating of the investment grade is assigned.

The basic currency of fund - EUR.

Investment Policy of the Fund

Policy of the Fund provides for the following structure of the investment portfolio:

- Up to 100% of the Fund's assets may be invested into the bonds and money-market instruments;
- Up to 25% of the Fund's assets may be invested into deposits with credit institutions;
- Up to 10% of the Fund's assets may be invested into public investment funds, specialising in investments into securities with the fixed income;
- Up to 50% of the Fund's assets may be invested into currencies different from the main currency of the Fund.

Fig. 4.5.15. BTB Asset Management corporate website. Section *Services*, subsection *Funds*, in English

Fonda daļas vērtība

BTB Eiropas Obligāciju fonds

[Dokumenti](#)

[Finanšu informācija](#)

[Fonda daļas vērtība](#)

[Kļūt par klientu](#)

BTB Austrumeiropas Akciju fonds

BTB Austrumeiropas Sabalansētais fonds

Fonda daļas vērtība 11.05.2007

Valūta	Fonda daļas vērtība	Daļas vērtības izmaiņas	Daļas atpakaļpirkšanas cena	Daļas pārdošanas cena
EUR	106.23	+0.22% ▲	106.23	106.76



Izvēlēties grafika laika periodu:

No: 4 / Marts / 2005

Līdz: 13 / Maijs / 2007

[1m](#)

[3m](#)

[6m](#)

[1y](#)

[max](#)

Fonda ienesīgums 11.05.2007

kopš gada sakuma*	1 mēnesis*	3 mēneši*	6 mēneši*	1 gads*	2 gad**	kopš darbības sakuma**
1.2%	0.71%	0.52%	1.76%	3.83%	3.47%	2.8%

* fonda daļas vērtības izmaiņas pārskata periodā procentos.

** fonda daļas vērtības izmaiņas pārskata periodā gada procentos, pēc metodikas ACT/365.

Fig. 4.5.16. BTB Asset Management corporate website. Section *Pakalpojumi*, subsection *Fondi*, in Latvian

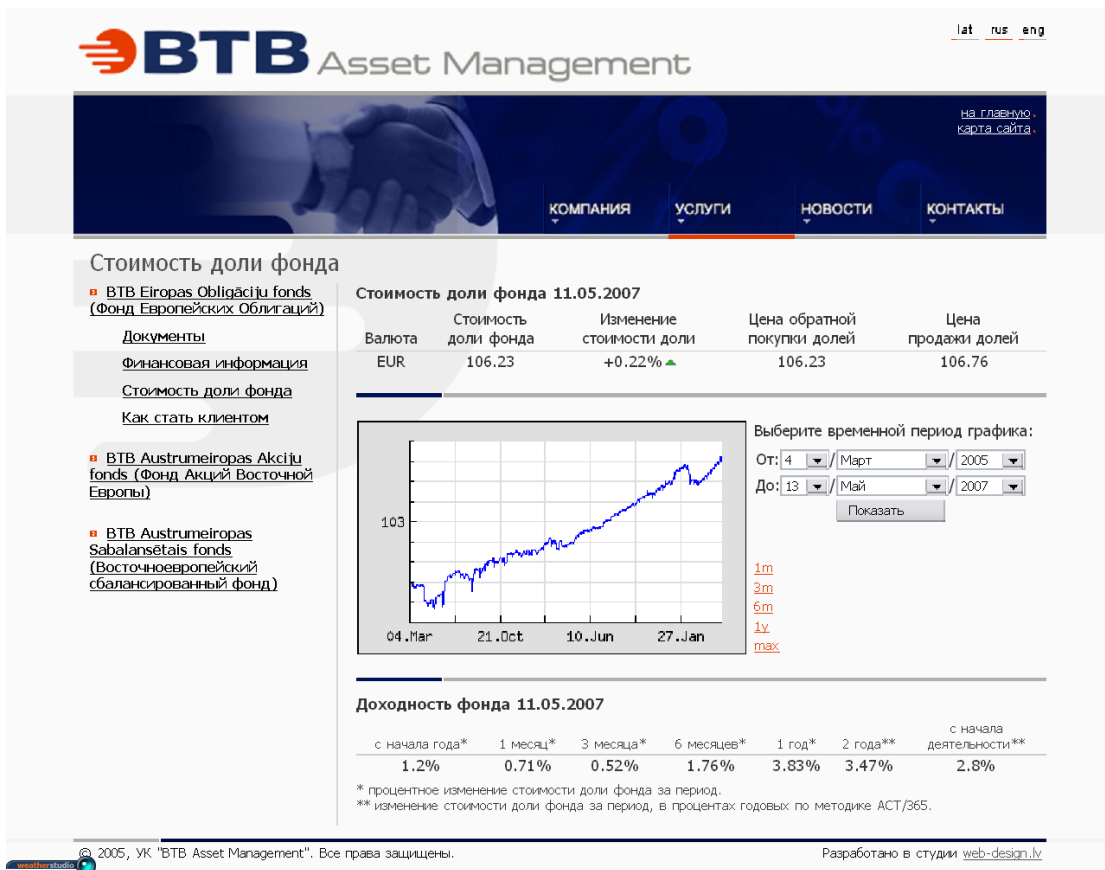


Fig. 4.5.17. BTB Asset Management corporate website. Section Услуги, subsection Фонды, in Russian

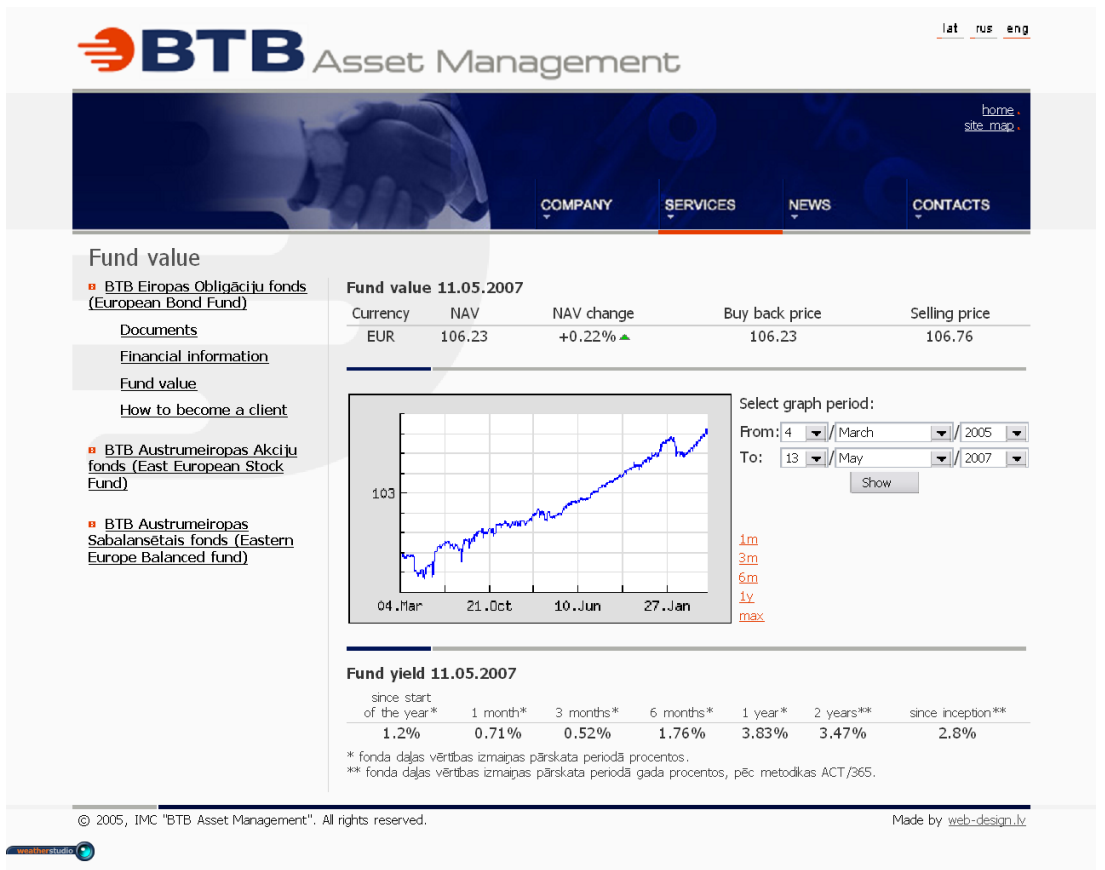


Fig. 4.5.18. BTB Asset Management corporate website. Section Services, subsection Funds, in Russian

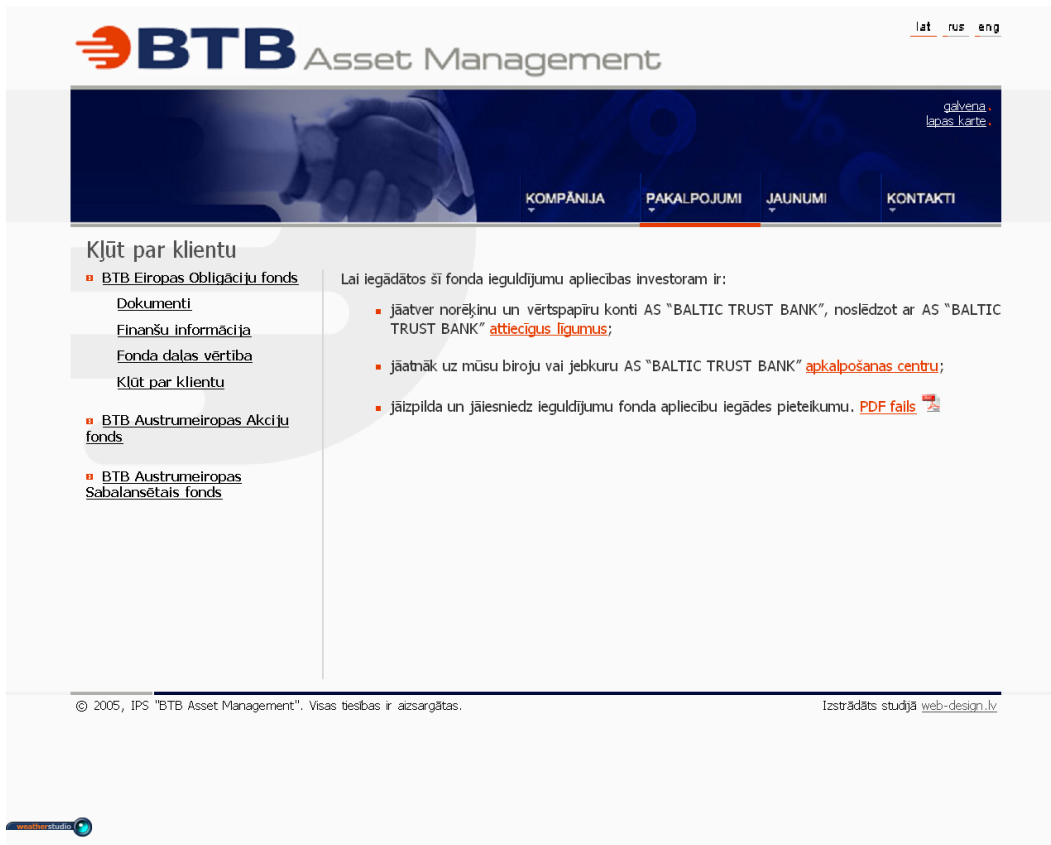


Fig. 4.5.19. *BTB Asset Management* corporate website. Section *Pakalpojumi*, subsection *Fondi*, in Latvian

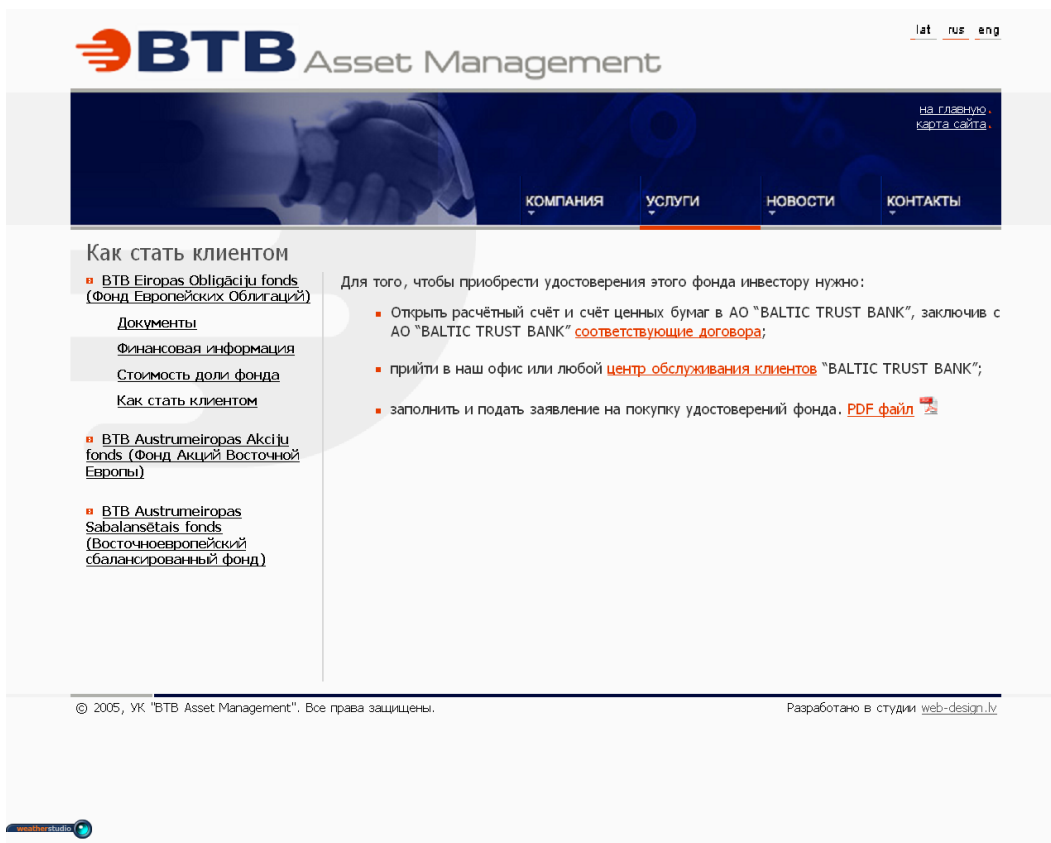


Fig. 4.5.20. *BTB Asset Management* corporate website. Section *Услуги*, subsection *Фонды*, in Russian

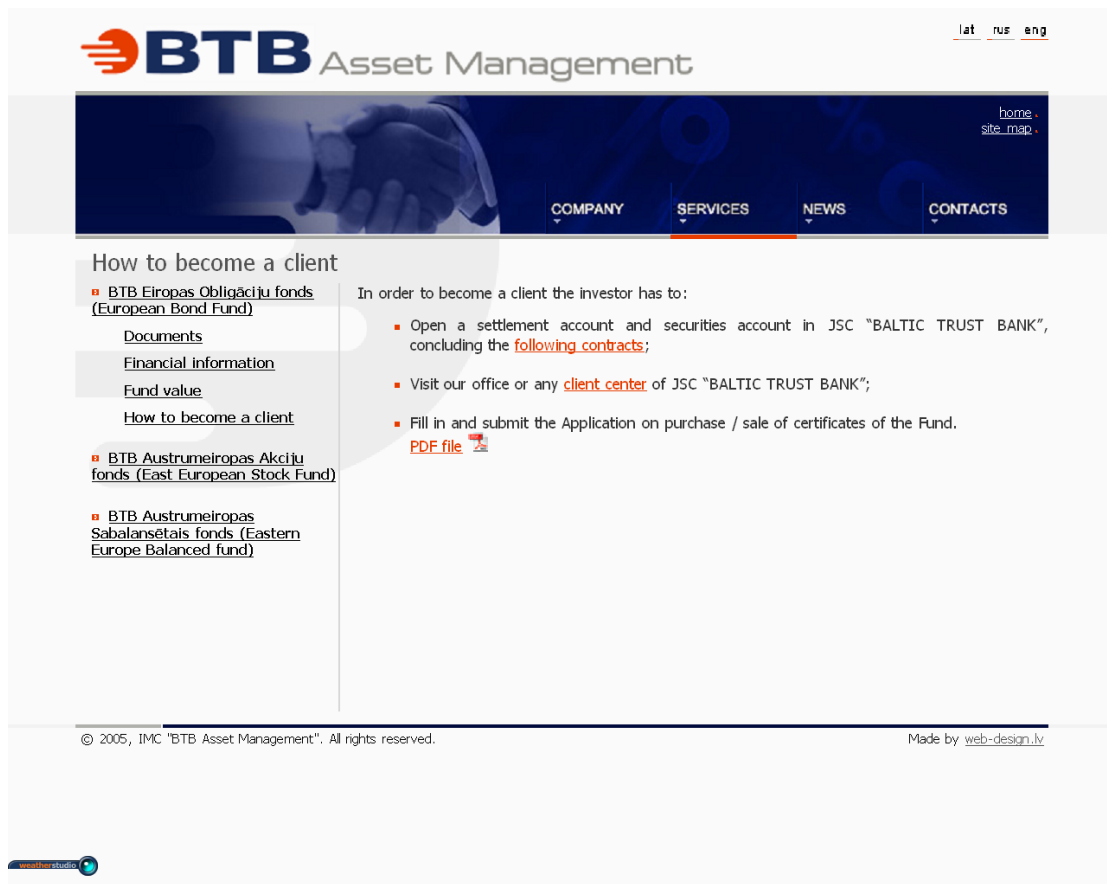


Fig. 4.5.21. *BTB Asset Management* corporate website. Section *Services*, subsection *Funds*, in English

Kontakti

Tālrunis: (+371) 7 217 969
(+371) 7 217 996

Fakss: (+371) 7 217 996

E-mail: asset@btb.lv

Juridiskā adrese: 13. janvāra iela 3, Rīga, LV-1010

Biroja adrese: Aspazijas bulvāris 24, Rīga, LV-1050

Fig. 4.5.22. *BTB Asset Management* corporate website. Section *Kontakti*, in Latvian

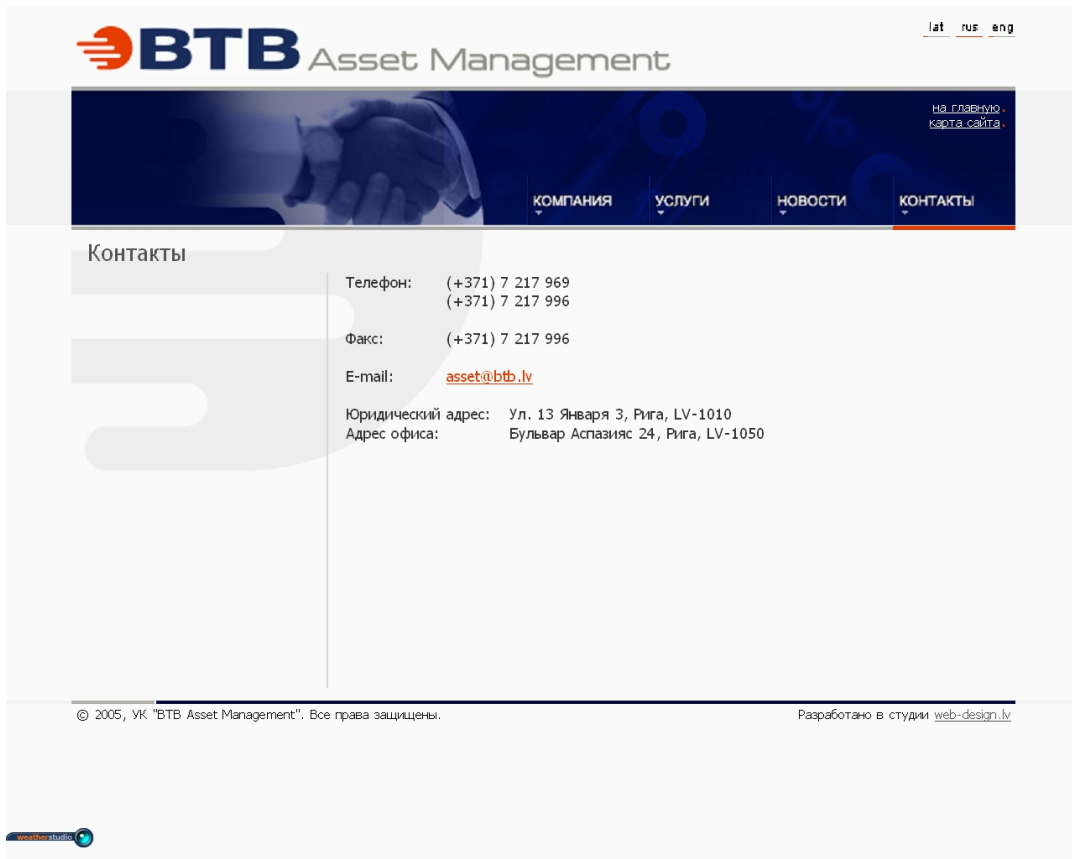


Fig. 4.5.23. BTB Asset Management corporate website. Section *Контакты*, in Russian

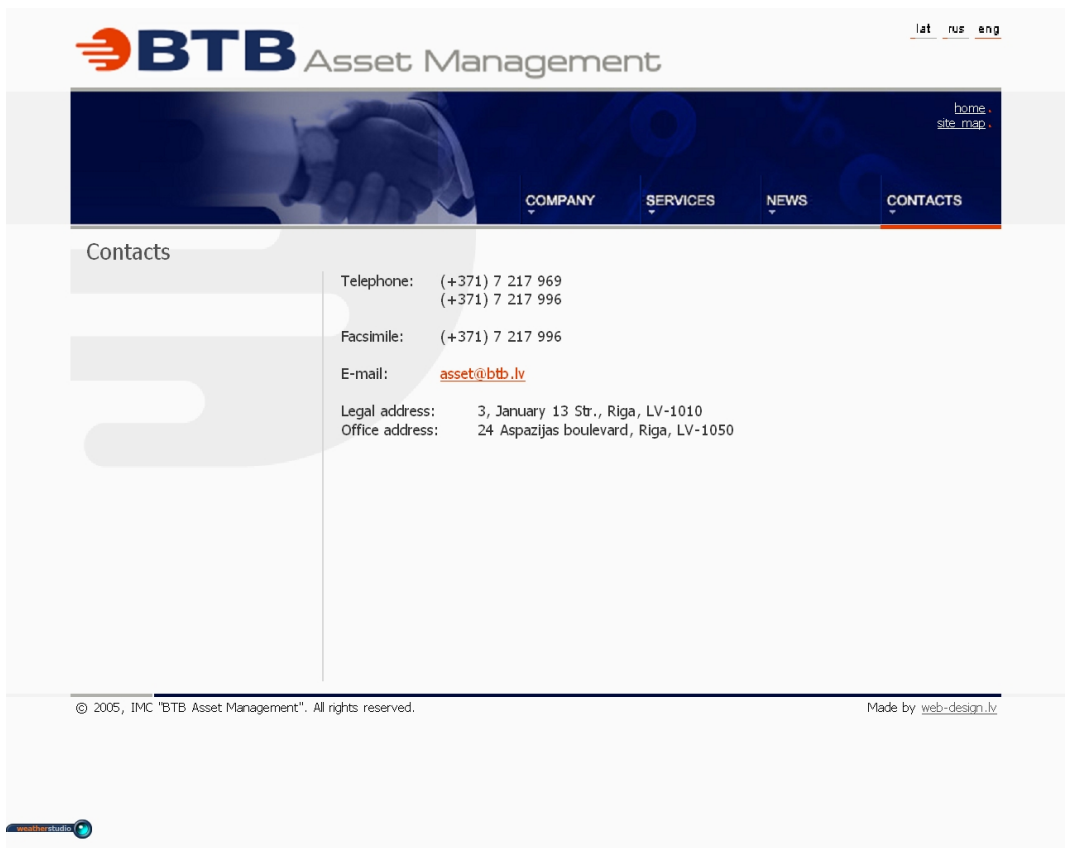


Fig. 4.5.24. BTB Asset Management corporate website. Section *Contacts*, in English

Bakalaura darbs „Tekstu tipoloģija un lokalizācijas stratēģijas mājaslapu tulkošanā” izstrādāts LU Moderno valodu fakultātē.

Ar savu parakstu apliecinu, ka pētījums veikts patstāvīgi, izmantoti tikai tajā norādītie informācijas avoti un iesniegtā darba elektroniskā kopija atbilst izdrukai.

Autors: Marija Fominiha _____ . ____ . ____ . _____

Rekomendēju darbu aizstāvēšanai

Vadītāja: lekt. Svetlana Koroļova _____ . ____ . ____ . _____

Recenzents: _____

Darbs iesniegts Sastatāmās valodniecības un tulkošanas nodaļā ____ . ____ . _____ .

Metodiķe: _____

Darbs aizstāvēts bakalaura gala pārbaudījuma komisijas sēdē

____ . ____ . 2007. prot. Nr. _____ , vērtējums ____ (_____)

Komisijas sekretāre: _____