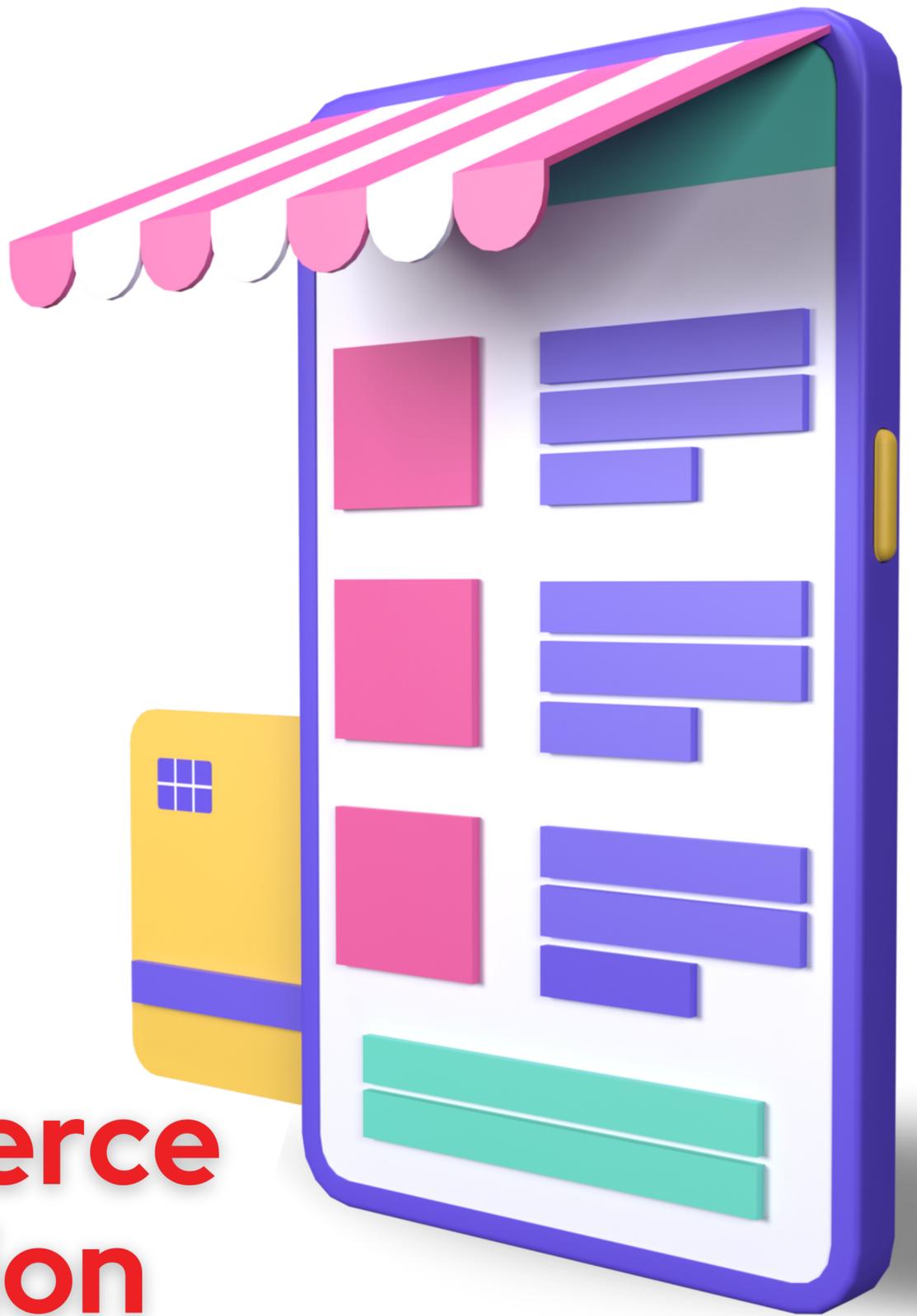


Alpha
Language Academy



**“Think Global,
Act Local”**

E-Commerce Localization



Spread Your E-Commerce to the World!



Let the site have flavor & cultural appearance of your targeted audience, make them feel home



Adapt to every culture & values

Businesses are competing for customers in a global market. Quality of online marketing content is very vital. We help it to be multinational, multilingual and multicultural.

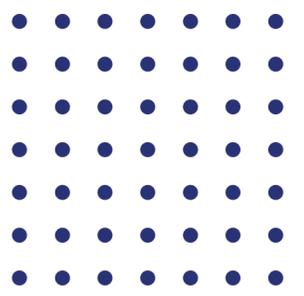
Influence your customers



It was "commerce" earlier where buyers influenced by locally available commodities sold in local language, currency and deep attachment

Now it's "E-commerce", with companies spread beyond national borders and multiple options to choose from single click, yet to influence the customers is to speak & sell in their language & culture





We are different!

*Rather than simple translation, we transform the content and make it feel that it has been **Tailor Made** for local market*

we rewrite your content in the language of your targeted audience

40+
Languages

2 Million +
Words



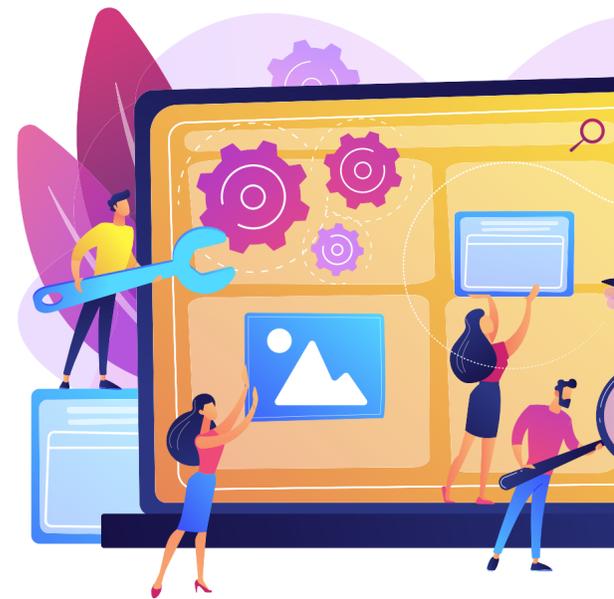
What we do?

Localize your E-Commerce completely

For your quest to tap into lucrative international markets, we adjust the site content to suit the social-cultural context which would eventually result in business with wide range of opportunities.

Localization means more sales. We add value to your products & services with our localization expertise in

WEBSITE
PRODUCT INFO
VIDEOS
MOBILE APP
SOCIAL MEDIA
BLOG / VLOG



- ▶ **Be local in multiple markets and generate revenue 24/7**
- ▶ **Scale up rapidly and become an instant global brand**
- ▶ **Capitalize on local opportunities and never miss spending spree on occasions like Valentine' day, Mother' day, Father' day, Black Friday, Cyber Monday, Christmas and Ramadan**
- ▶ **Be part of the local community and influence social media**
- ▶ **Out-local the locals, beat the competition**
- ▶ **Rank highly in Google searches and be found in every target market**

Why do you need Localization?





NON-ENGLISH SPEAKING MARKETS

- 51.8% of the world's internet users are in Asia
- 9 of the 10 top markets by Google Play downloads are non-native English markets
- More than 50% of all queries on Google are in languages other than English
- China claims to have over 980 million internet users, while the US has approx. 300 million
- About 40% of internet users will never buy from websites in other than their native language
- Around 75% of online shoppers say that they're more likely to purchase again if the aftersales care is in their language
- Nearly 76% of internet users prefer to read product information in their native language

ASIAN PACIFIC MARKET

- China, Japan, South Korea are some of the leading e-commerce markets in this region
- Ecommerce is expected to grow at a rapid rate of 8.2% between 2020 and 2025. This is significantly higher than in the USA and Europe, where eCommerce is projected to rise at 5.1% and 5.2%, respectively.
- APAC remains the largest market for retail eCommerce with digital sales reaching \$2.992 trillion in 2021

EUROPE MARKET

With 27 countries (EU) and 24 different recognized languages, Number of ecommerce users:

- Germany: 62.4 Million
- UK: 57.2 Million
- France: 46.2 Million
- Spain: 28.3 Million
- Italy: 33.3 Million

MENA REGION

By launching a localized e-commerce website for MENA, you are exploring a market where Arabic is the most common spoken language with over 280 million people speak Arabic in 22 countries in the Middle East and North Africa



Our Expertise

With excellent expertise in Asian, European, Scandinavian and Indian languages, we could be a potential language vendor partner for your e-Commerce localization

Please do reach us for any clarifications:

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About Us

We began modestly wayback in 2008, with simple B2C offerings in selective languages. Over the years, understood the need of multilingual communication spanning the global village, and the hindrances that surround in seamless approach of understanding the texts & voices. So started building a professionally dedicated team that stands to deliver, not just only on commercial approach, but to serve the Clients with heart & soul who entrust us.

Alpha is poised to develop user friendly language products at affordable price that simplifies multilingual communications through available technological resources

We are "full scale" service provider into Translation, transcreation, localization, localization engineering, dubbing, voice-over, narration for audio & video content, desktop publishing, consulting, product development and more