Statement of Work

Boba Milk TeaM

168 Pearl Lane
Monterey, CA 94930

SOW 888 for Agreement to Perform Localization Services to Boba Guys

Date	Services Performed By:	Services Performed For:
November 14, 2017	Boba Milk TeaM	Boba Guys
	168 Pearl Lane	3491 19th St
	Monterey, CA 94930	San Francisco CA 94110

This Statement of Work (SOW) is between Boba Guys ("Client") and Boba Milk TeaM ("Contractor"), effective November 14, 2017 (the "Agreement"). This SOW is subject to the terms and conditions contained in the Agreement between the parties and is made a part thereof. Any term not otherwise defined herein shall have the meaning specified in the Agreement. In the event of any conflict or inconsistency between the terms of this SOW and the terms of this Agreement, the terms of this SOW shall govern and prevail.
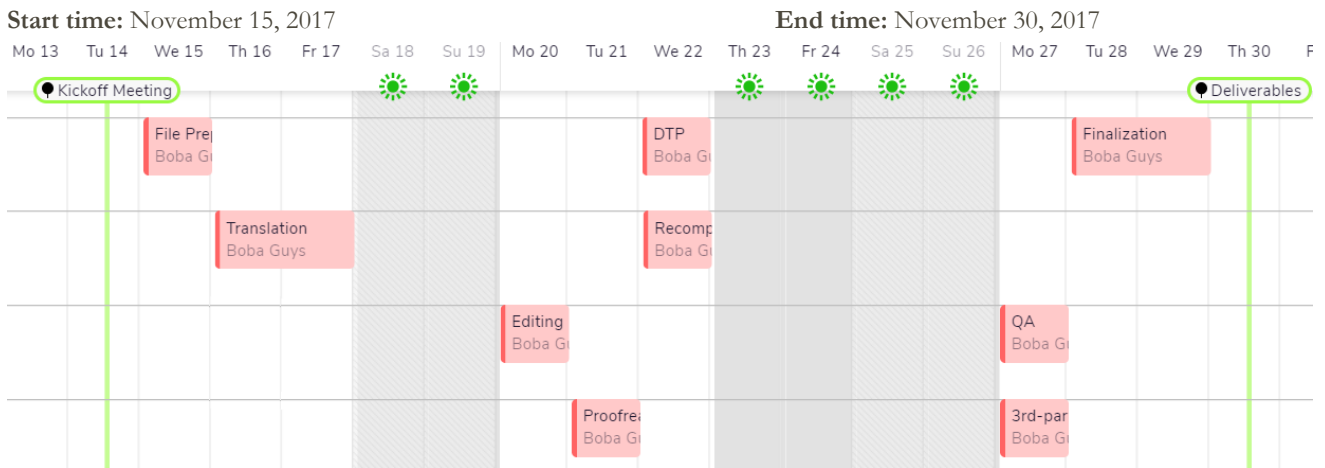
Project Specifications

The purpose of this project is to localize (from English to Simplified Chinese) the website of Boba Guys, a bubble milk tea shop based in San Francisco, with the aim of introducing their special premium quality beverages to mainland Chinese customers. Boba Guys commits itself to changing the way people view boba and tea. With the help of high-quality localization, they will be able to serve this tasty pick-me-up beverage to tens of thousands of customers in Shanghai.

Project Goals

To translate the website into Simplified Chinese to cater to Chinese customers.
To help the client reach the Chinese customers with appealing, targeted communications.
To provide well-crafted design with the original style of the website.

Timeline

Start time: November 15, 2017   **End time:** November 30, 2017

For Preparation and Setup: We will be extracting translatable text from html files using Trados, and saving the text in a word document for easier translation by our translators. In addition to the text on each of the pages, our engineer will be extracting the texts from the images using Trados and then doing manual correction. These texts will also be saved as a word

document for more streamlined translation by our translators. We will also do pseudo translation in Trados before the real translation process.

Production Phase: Once file preparation is finished, we enter the translation phase. Our dedicated translators will be working in Trados to translate segment by segment. During translation, a word glossary will also be created for reference for future translations. Once a translation is finished, it will be sent to our editor and proofreader before finalization. A translation memory(TM) will be created from the finalized text to assist in future translations. Once translation is complete for the image files, our graphic designers will perform desktop publishing to create localized images in Simplified Chinese.

Finalization: In our finalization stage, the text and images will be reinserted into the applicable areas of the site to create a completely localized Simplified Chinese site. In addition, we will be utilizing the Quality Assurance function of Trados as a further level of self-checking. The site will be recreated and uploaded for a testable demo. In addition, there will be a third-party review to check usability and overall correct localization.

Costs

Item Description	Rate	Number of Hours/Words	Total Cost
File Preparation (Localization Engineer)	$35/hour	4 hours	$140.00
TEP(Translation/Editing/Proofreading)	$0.30/word	1968 words	$590.40
DTP (Desktop Publishing)	$50/hour	4 hours	$200.00
Finalization(QA/Recompile)	$40/hour	2 hours	$80.00
Subtotal			$1010.40
Management Fee	10% of subtotal		$101.04
Total			$1111.44

Resources

Boba Milk TeaM will be utilizing a Project Manager, Translators, Editors, Proofreaders, QA personnel, a graphic designer for DTP and a Localization Engineer.
Tools will consist of Squarespace, SDL Trados, and Photoshop. We will be utilizing TeamWeek as a timeline planner.

Deliverables

Contractor shall provide the **Deliverable(s)** as follows:
The source files (website URL) and target files (demo website and html files)
A TM and Glossary as well as pseudo-translated files of the website
Translated jpg files (for images)

Boba Guys   Boba Milk TeaM

Date: _____   Date: _____

Name: Name:

Title: Title: