

**The Egyptian Association for IT Service Management
(EAITSM)
Translation Competence Center (TCC)**

Business Plan



EAITSM - TCC

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I. Executive Summary

The Egyptian Association for IT Service Management (EAITSM) is a non-profit organization, owned and managed by its membership. It works on providing services and activities to its members and the whole IT community in Egypt and the Middle East.

The Translation Competence Center (TCC) is an affiliation to the EAITSM, providing translation services of IT materials into Arabic language.

This document explains the business plan for the TCC, intended to be presented to EAITSM members and sponsors to gain their participation and endorsement of the newly established center.

The business plan clarifies the TCC management and operation, market, and financial terms as detailed in the following sections.

II. Organization Description

The TCC will be focusing on providing translation services of IT material into Arabic language. This is to be done by specialized technical professionals and linguists from as wide range of Arabic nationalities as possible, applying quality rules in translation and review processes to guarantee a high quality product.

The vision of the TCC is:

To be a World Class Arabic Translation Center providing High Quality reliable and maintainable Arabic scientific materials in the IT field through cooperation with the major publishers regionally and globally

Goals and Objectives: The ultimate goal of the TCC is to enrich the Arabic library with scientific resources and references in the IT field, which makes it easy and possible for the Arabic community members to cope with the international progress and development in all areas, and to contribute to this international movement in their native language.

Our objectives are:

- (1) To make the Arabic community believe in the need for and importance of the Arabic content for their development
- (2) To gain participation from as many individual professionals and organizations as possible
- (3) To make IT organizations convinced that it is indispensable for them to have Arabic content for their products and services
- (4) To avail as many international standards as possible in the Arabic language

Target Market: The TCC will be working with local, regional, and international organizations who provide IT content that needs to be made available in the Arabic language. The TCC is not meant to be a competitor in the market, it's intended to enrich the market and open new horizons to all parties. The TCC is to be marketed and announced through the EAITSM membership, contacts, and website, as well as through other advertising means and direct marketing to prospected customers.

III. Products and Services

The TCC will provide the following services:

- Translation from English to Arabic of IT materials
- Proof-reading and review of Arabic content
- Editorial services (future plan)
- Publication services (future plan)

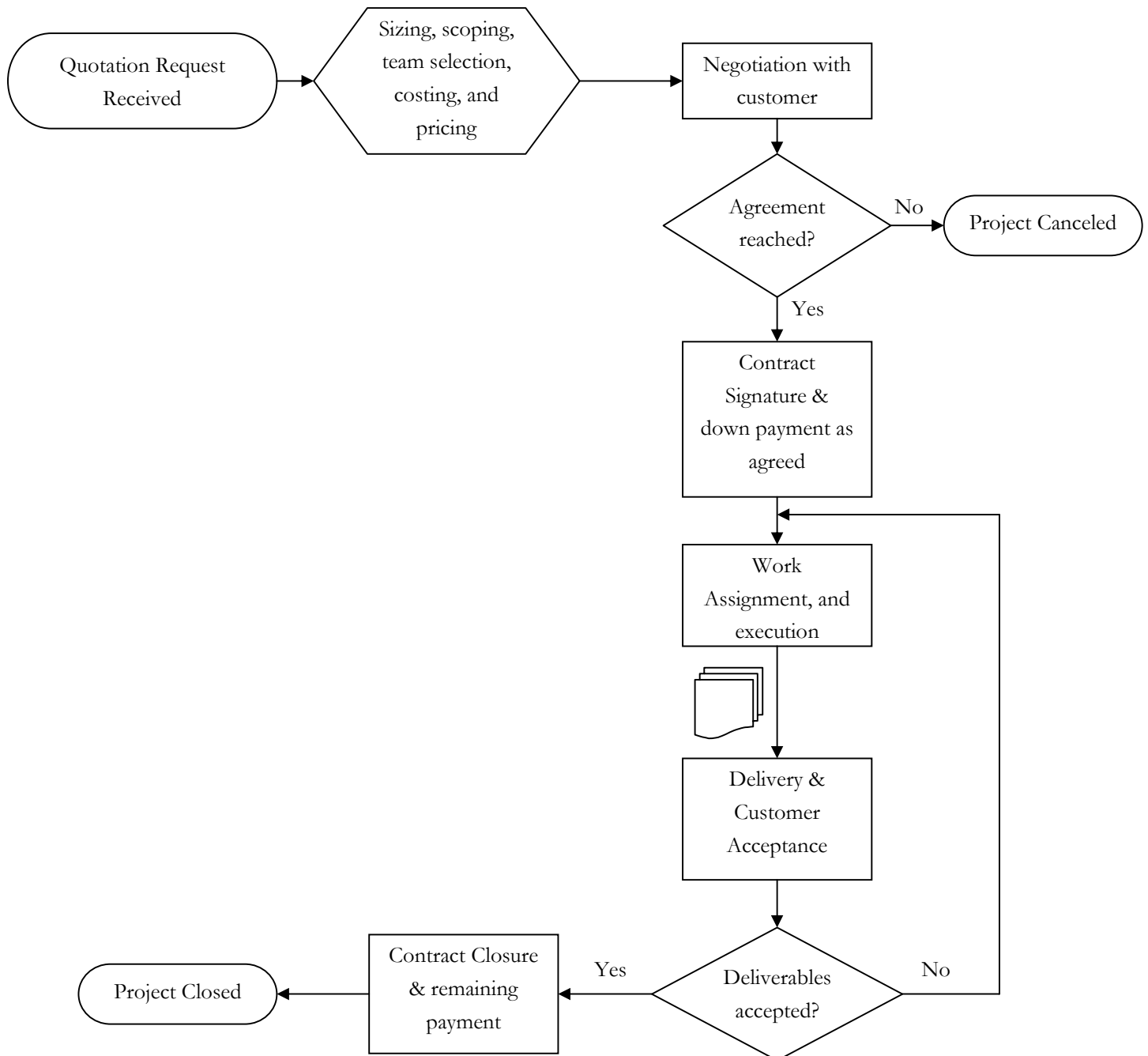
The services will be priced according several schemes in agreement with the customers:

- Fixed-price (lump sum)
- Cost per hour
- Cost per number of words/pages

A separate website will be developed for the TCC that includes projects submission form that allows customers to send to us their requests and received quotations for further negotiation and contracting. The website is not available at the moment yet, and will be announced later. For the current time, all contacts should be directed to: president@itsmf-egypt.org

IV. Operational Plan

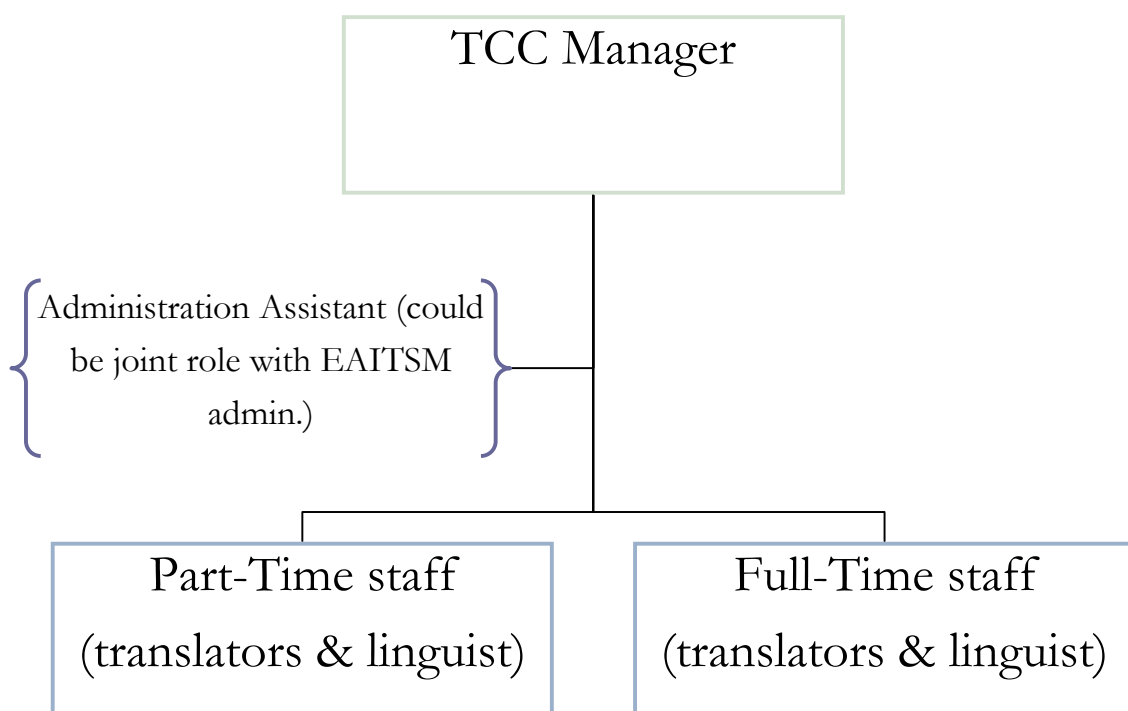
The TCC will work according to the following process diagram:



V. Management and Organization

The TCC is an affiliation to the EAITSM, and will be subject to its Management Board decisions. A manager will be appointed to the TCC by the management board, who could be from the management board members or from outside it.

The TCC organization structure is as follows:



VI. Financial Statement

Since the TCC is an affiliation to the EAITSM, it will be operated to enable EAITSM to achieve its objectives through financial return support. The TCC will hire part-time and full-time paid translators and linguists to work on the received projects. TCC is still non-profit organization, making income to cover its expenses and to support EAITSM. Involvement with the TCC in any way is independent from membership in EAITSM.

Main sources of income:

- Revenue of received projects
- Sponsorship
- Fund support from EAITSM

Main expenses:

- Work staff salaries
- Operational expenses (logistics)
- Website maintenance
- Fund support to EAITSM

VII. Startup Expenses and Capitalization

At the current time of startup, the required costs are as follows:

- Website development and hosting cost: around 12,000 Egyptian Pounds
- Marketing costs (banners designs, advertisements, brochures, ...etc): around 3,000 Egyptian Pounds

Sponsorship is sought for the startup stage. The EAITSM sponsorship terms are applied. The TCC sponsor will be considered Silver sponsor to the EAITSM, with the net sponsorship fees of 15,000 Egyptian Pounds.

Benefits for Silver Sponsor are those of Small Corporate member, with quota of 50 employees.

Additional common benefits:

- The sponsor logo will be published on the website as Silver Sponsor, as well as all events and printed material.
- The sponsors will have the right to post our logo to their website as a sponsor.