



## Multilingual Online Shopping Carts

*"If I am selling to you, I speak your language. If I am buying from you, dann müssen Sie in meiner Sprache sprechen." (Translation: then you must speak my language.)*  
–Former German Chancellor, Willy Brandt

### The Service

Studies have shown that people are more likely to purchase from websites in their own language. The most effective way to penetrate new markets and globalize your online commerce sites is to add a multilingual shopping cart feature.

If your company already has an online shopping cart, Translatus can make it multilingual. If your company plans to enter new markets and does not have an online shopping cart, we can build one for you. Translatus can offer online shopping cart creation and maintenance services in virtually any language.

#### Multilingual Shopping Cart Features:

- Easily calculate worldwide shipping and tax
- Support any currency
- Sell products anytime, day or night
- Allow customers to browse, order and receive invoices in their native language
- Review orders in your own language

### Pricing

Pricing is determined on a project-by-project basis. A Translatus Account Representative can provide you with a free estimate. Please be ready to provide the following information when requesting a quote:

- Source language
- Target language(s)
- Estimated number of products
- Average number of words in a product description (including size and color options)
- Number of images for localization
- Desired payment methods and currencies
- Basis of shipping charges

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