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オリジナル原稿

生活提案集団 TMELON グループ

全国約1万2千店舗の拠点に加え、約210ヶ所の物流センター、さらに70万kmの情報システム網を誇る TMELON グループ。この広大な拠点をネットワーク化することで、シナジー効果を実現させ、山田太郎のかかげる「総合生活文化情報提案企業集団」を実現する。まさしく、人の生きる場所すべてに TMELON がある、という感じだ。そもそも TMELON は生まれたときから「良質な商品を低価格で」という事業項目をかかげ、すべての企業活動をその目標達成に収斂させてきた。そしていま、21世紀にも生き生きとした企業として成長を続けるため、TMELON グループはこれまで以上に生活者のさまざまなニーズに適合しようとしている。

(翻訳／ネイティブチェック込み)

Straight translation (with Native checking included)

Lifestyle proposals from the TMELON group

In addition to around 12,000 stores throughout Japan, the TMELON group boasts around 210 distribution centers and an information systems network extending over 700,000 km. By networking this broad array of bases, synergy can be achieved, bringing about the “Comprehensive life-style culture information proposal enterprise group” advocated by Mr. Taro Yamada. Indeed, it feels as though TMELON is there wherever people live. From the time of its foundation TMELON has aimed for “Good products at low prices,” and all of its business activities have been focused on achieving this objective. And now, in order to continue growing as a lively company into the 21st century, the TMELON group is redoubling its efforts to meet the varied needs of consumers.

(翻訳をベースにしたクリエイティブリライト／コピーエディット)
Creative rewrite based on straight translation

Lifestyle Proposals from the TMELON Group

With about 12,000 stores and 210 distribution centers, TMELON takes pride in the information systems network that interlinks all parts of the Group. Synergy results from the instantaneous flow of data along the 700,000 km that links our extensive array of shops, depots, and offices. As advocated by Mr. Taro Yamada, this implementation has encouraged TMELON's complete evolution into an enterprising Group that can grasp cultural information and provide products and services that comprehensively satisfy lifestyle needs. TMELON has a widespread presence and if people want something, TMELON has it. From the outset, our goal has been good products at low prices: all of our business energy is channeled towards this objective. To continue growing into 21st century, the lively members of the TMELON Group are constantly seeking new and better ways to meet the diverse needs of consumers.

(米国型現代企業英語調コピーライティング)
Copywriting: Contemporary American Corporate English

TMELON: There For The Customer, Everywhere

The TMELON Group is aggressively pursuing the business strategy that has made it one of Japan's largest distribution and retail operators. All Group operations are focused on one primary objective: providing customers with good products at low prices.

This simple, highly effective approach has grown TMELON to 12,000 stores, serviced by 210 distribution centers across a network extending over some half a million miles. The internal synergies generated by this integrated approach to retailing are what make TMELON such an impressive, low-cost competitor across Japan.

Now, looking to the 21st century, TMELON's CEO Taro Yamada sees the Group meeting individual customer's lifestyle demands in addition to their daily shopping needs. "We are all about serving customers," says Yamada, "with what they want, where they want it, how they want it."

(インターナショナルなビジネス英語によるコピーライティング)
Copywriting: International Business English

TMELON Grows On Customer Satisfaction

In America, it is Sears Roebuck; in Britain, Marks and Spencer; and in Japan, the budget retailer of quality merchandise is known as TMELON. With 12,000 outlets and 210 distribution centers, the TMELON Group's reach extends to XX% of all Japanese.

The tremendous synergies operating within TMELON's complimentary distribution and retail operations in Japan have given the Group a solid base for future expansion. In the last decade TMELON has moved internationally, opening quality stores in places like Sydney, Hong Kong and Singapore.

The XXX-year-old retailer has built its growth on the simple credo of: "Good products at low prices." When TMELON Group head, Taro Yamada, looks to the 21st century, he sees ever-increasing levels of customer service as the future path for his business. "Our focus," says Yamada, "is on being able to meet the individual demands and tastes of all our customers."

(米国型口語調コピーライティング)
Copywriting: Colloquial American English

"You're No.1 at TMELON"

Think of TMELON as your big corner store. The place that has everything you need at the right price in a relaxed and friendly environment.

TMELON has stores on 12,000 corners across Japan. They are stocked by 210 distribution centers that make sure all our outlets are constantly supplied with the fresh, highest-quality goods that you and your family want. And because we buy in such huge volumes, you get the double bonus of better goods at cheaper prices.

"You're No.1 at TMELON," says TMELON Group chief, Taro Yamada. He'll be making sure that in the 21st century too, TMELON will continue seeking new ways to serve you better.