

ХЕРСОНСЬКИЙ НАЦІОНАЛЬНИЙ ТЕХНІЧНИЙ УНІВЕРСИТЕТ
ФАКУЛЬТЕТ МІЖНАРОДНИХ ЕКОНОМІЧНИХ ВІДНОСИН,
УПРАВЛІННЯ І БІЗНЕСУ
КАФЕДРА ТЕОРІЇ ТА ПРАКТИКИ ПЕРЕКЛАДУ

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на тему:

Бізнес-план як вид офіційно-ділового тексту: перекладацький аспект

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ABSTRACT

The transition of Ukraine's economy to market principles of management, economic and technological cooperation with developed countries - all this contributes to the establishment of business relations between Ukrainian and foreign companies, borrowing business experience. Because of this, there is a need to translate agreements, instructions, contracts and other documentation necessary for business cooperation.

Business plan - is one of the most important documents of the enterprise. The translation of a business plan may be necessary to provide it to potential investors, creditors, partners or to borrow ideas from foreign companies. Translation of business plans belongs to the field of economic translation and has its own characteristics. To translate a business plan into Ukrainian or English, you must have a thorough knowledge of economic, legal, financial and production or service vocabulary referred to in the business plan. Translating a business plan is a responsible thing, because it should make a good impression on a potential investor, assure him of the need to invest in the proposed business.

The **relevance** of the topic is that recently more and more companies engaged in various activities, cooperate with foreign companies, and a necessary condition for such cooperation is the translation of business documents, including business plans. The main task of our study will be to identify differences in the preparation of business plans by Ukrainian and foreign companies and the peculiarities of the translation of this type of documents.

The **object** of this study is the business plan of the enterprise and its genre and stylistic features.

The **subject** of the study is the specifics of the translation of the business plan.

The **purpose** of the study: to investigate the differences in the preparation of business plans by Ukrainian and foreign companies, to identify the features of the

translation of the business plan and to identify difficulties that arise during the translation.

Achieving this goal involved solving the following **tasks**:

- 1) to define the concept of "document" and identify general requirements for the preparation of official business documents;
- 2) provide a generalized definition of the terms "translation", "equivalence" and "adequacy";
- 3) determine the general features of the translation of official business documentation;
- 4) consider the genre and stylistic features of the business plan as a type of official business documentation and analyze the differences in the preparation of business plans of Ukrainian and foreign enterprises;
- 5) identify lexical and grammatical difficulties in translating a business plan;
- 6) analyze the specifics of reproduction of genre and stylistic features of the text of the business plan;
- 7) develop practical advice on translating business plans from English into Ukrainian.

To achieve the goal in the study, the following research methods were used: comparative analysis, component analysis, quantitative and descriptive methods, sampling of terms from the translated business plan.

The **theoretical and practical significance** of this work is to summarize the basic principles of translation of business plans from English into Ukrainian, and the possibility of using the results of our study to translate this type of document.

The work has the following structure: introduction, three sections, conclusions, list of sources used.