YOUR  
LOGO

**COMPANY NAME**

E-LEARNING LOCALIZATION PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to provide E-Learning Localization services. We specialize in adapting digital learning materials for global audiences while maintaining pedagogical integrity, usability, and cultural sensitivity.  
  
This proposal outlines our plan to localize [Client Name]'s e-learning content for multilingual delivery.

# Project Objectives

The primary goals are:  
  
- Translate and culturally adapt e-learning modules for target regions  
- Ensure content usability across platforms and languages  
- Provide consistent learner experience while meeting linguistic and regulatory requirements  
- Maintain instructional quality and learner engagement

# Proposed Services

Our e-learning localization services include:  
  
- Translation and cultural adaptation of course materials  
- Voiceover and subtitle integration  
- Localization of visuals, graphics, and UI elements  
- SCORM/xAPI/LMS packaging compatibility  
- Functional testing and quality assurance (QA)

# Scope of Work

Scope includes:  
  
- Review of source e-learning modules and target language requirements  
- Linguistic and instructional content translation  
- Multimedia localization and synchronization (audio/video/text)  
- Packaging of final files for LMS compatibility  
- Testing, review, and delivery of localized content

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Review & Planning | Evaluate course modules and define localization scope | [Start Date] |
| Translation & Multimedia | Translate content and record voiceovers/subtitles | [Date] |
| Packaging & QA | Test SCORM/xAPI packages and perform quality checks | [Date] |
| Final Delivery | Submit LMS-ready localized courses | [Completion Date] |

# Pricing

Estimated cost breakdown for e-learning localization services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Linguistic Translation | Translation and localization of textual content | [Amount] |
| Voiceover/Subtitles | Record and sync audio or add subtitles | [Amount] |
| Graphics & UI Localization | Adapt visuals, screens, and interface elements | [Amount] |
| LMS Packaging & QA | Build SCORM/xAPI-compliant packages and test | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a global leader in e-learning translation and localization services with expertise across industries and platforms.  
  
- Experience: [X] years in content localization and instructional design  
- Expertise: Articulate, Captivate, Storyline, Rise, Moodle, LMS standards  
- Mission: To help you scale your learning programs across global teams with clarity, accessibility, and cultural relevance

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: Localization of compliance training for a healthcare organization in 12 languages  
- Outcome: Expanded learner reach by 80% and improved course completion rates globally  
  
Testimonial:  
“[Your Company Name] delivered professionally localized content that upheld our brand and learning goals across markets.” — [Client Contact]

# Terms and Conditions

Payment Terms: [X]% deposit, milestone-based billing.  
Scope: Includes content adaptation, multimedia processing, packaging, and QA.  
Client Responsibilities: Provide source files, brand guidelines, and reviewer availability.  
Adjustments: Scope changes may affect pricing and delivery schedule.

# Acceptance

To approve this E-Learning Localization Proposal and initiate services, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client Name]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_