

ABSTRACT

TransPerfect is an American company that runs in the service industry with translation as their main service. With the slogan "Localization Translation," this company actualize their clients' expectation by giving their best effort to provide a localized translation as the output of their service. Founded in 1992, a company established by Phil Shawe and Liz Elting, TransPerfect is receiving their new and current clients' trust by them entrusting the translation process to this company. The main objective of this company is to enhance the client's satisfaction which then leads them to be the best translation company in 2021 by Slator. Therefore, behind their success story, TransPerfect is still facing negative feedback from their client which cover not only subjective complaints but also objective one. Feedback is recorded by the system and investigated by TransPerfect. Yet, not all of the feedback is received by the vendors. Further vendor management done by PMs is really affecting how the vendors will perform in the translation process. If the vendors' performance could meet the clients' expectations, TransPerfect translation will later be able to help their client to be closer to the target market

Next, compared to the two other companies working in this industry, three have more or less the same issues which are payment issues. However, compared to the other two, TransPerfect is considered more transparent in its payment system based on how easy vendors could check the payment history. Meanwhile, based on the reviews, the other companies could become a threat in the future because the rate given to their vendors is determined as good and could be a chance for the vendors to move to work with the other companies other than TransPerfect.

There are four strategies recommended for TransPerfect in solving this issue. The first one is the Strengths-Opportunities strategy which recommends promoting vendors' trustworthy partnerships by giving the vendors the support they need. The second one is the Strengths-Threats Strategy, which recommends TransPerfect give a better rate than what they could give now in reality. The third one is the Weaknesses-Opportunities Strategy, which recommends this company provide enough budget for every project held so that a PM can distribute the budget maximally to the vendors and improve the communication between PMs and vendors by creating an awareness of the importance of their job. And the last one is Weaknesses-Threats Strategy which recommends this company to re-determine the minimum rate for vendors and implement it in the project as mentioned in the previous strategies. Further, every department in this company needs to be aware of the implementation of the rates, so that vendors could be paid fairly.

Keywords: Vendor Management Strategy, Negative Feedback, Translation Company, Project Managers, Vendor.