



Co-located with
BIG 5 Global

Incredible Launch Success: Heavy Equipment E-Commerce Site Takes the Region by Storm

Challenge

Al Marwan Heavy Machinery aimed to announce its first e-commerce website for heavy equipment rental and sales. With over 1,800+ machinery options available, their goal was to extend **almarwan.com** and provide a one-stop destination for brand-new and pre-owned heavy equipment from renowned brands.

Solution

Al Marwan gained huge global exposure and expanded its market reach at Big 5 Heavy. The event also presented an opportunity to announce their partnership with Pronar Recycling, towards a sustainable future that aligns with the year 2023 as a year of sustainability.

Result

Al Marwan took advantage of the excellent opportunity presented by Big 5 Heavy to interact with people from around the GCC and the Middle East on a one-on-one basis, and their successful launch of an e-commerce website helped them boost sales as a result.

About Al Marwan

Al Marwan is the UAE's exclusive dealer for brand-new Kobelco, Dynapac, ABI, Powerscreen, and Pronar equipment, as well as Simex, World Attachments, Toku, and Jisung machinery attachments, supplying the industry with brand-new machinery and OEM parts, they are also a trusted source for the sale of pre-owned Volvo, Caterpillar, Komatsu, among other machinery brands.

Their rental machinery fleet comprises 1,800+ heavy construction & lifting equipment operated by over 2,000 certified, seasoned operators and mechanics.

With over 32,000+ work orders fulfilled, the company has been the partner of success for various businesses spanning the construction, oil & gas, mining, and quarry & aggregate industries.



If we had to describe Big 5 Global in one word, it would be <innovation>. Big 5 2022 was definitely the go-to place to understand how the market today is shaping the future of how we work, and this is why we chose this platform to demonstrate the role almarwan.com is playing in making this shift happen.

Said Abdalla Al Zaiem, Director of Business Operations at Al Marwan.

To enquire about exhibiting at the Big 5 Heavy 2023, email: info@thebig5heavy.com

www.thebig5heavy.com

