



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

## Challenge

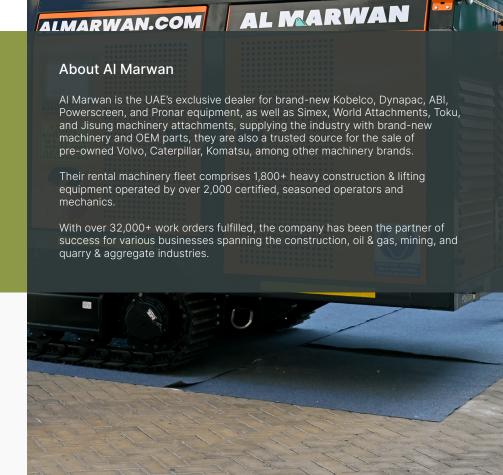
aimed to announce its first e-commerce website for heavy equipment rental and their goal was to extend **almarwan.com** and provide a one-stop destination for brand-new and pre-owned heavy equipment from renowned brands.

## Solution

global exposure and presented an opportunity to announce their partnership with Pronar Recycling, towards a sustainable future that aligns with the year

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





**AL MARWA** 



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

