

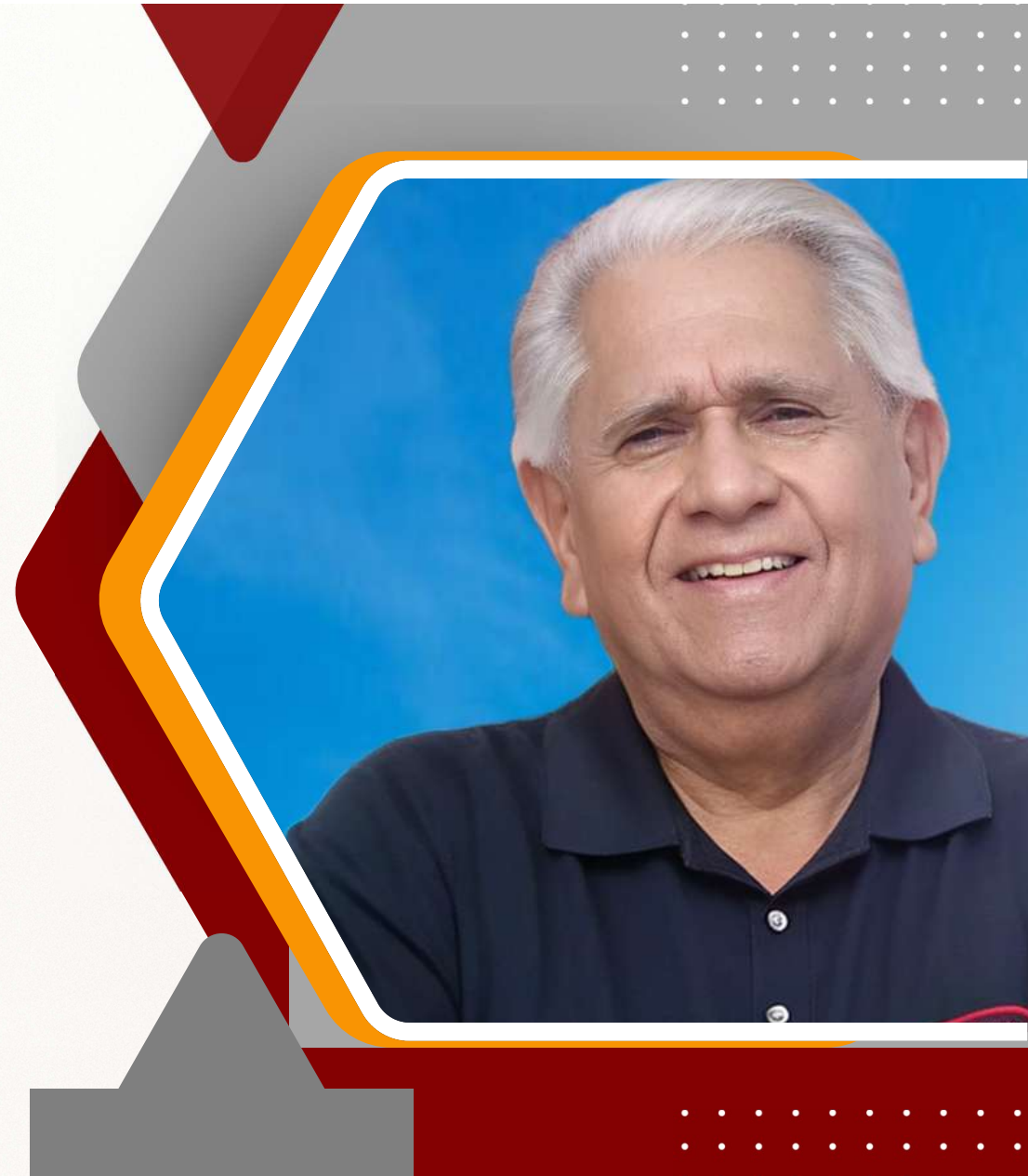


Proposal International Franchise

**Compete Against the
Large Monopolies
Minimal Investment**

**Your business opportunity
in the global market**

Lic. Eduardo Figeac - Marketing Director
CAN-USA-LATAM-CARIBBEAN





FRANCHISE PRESENTATION

Worldwide authorized distributors
and representatives of
new cranes.

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WHO ARE WE?

We are a company specializing in the sale and rental of world-renowned cranes.

In addition, we provide technical support and reliable solutions for industrial projects.





WHAT IS A CRANE?

A crane is a machine used to lift and distribute loads and materials for different purposes, suspended by a hook.

For you, as a **franchisee**, they become a **profitable business opportunity**, given the demand for machinery for civil, industrial, mining, logistics, and electrical infrastructure construction.





AREAS OF IMPORTANCE



Construction crane work is fundamental in the building sector, from high-rise buildings and bridges to industrial complexes, shopping centers and urban infrastructure projects.

Precision

They allow you to lift and move heavy materials with precision, optimizing time and resources.

Key support

They offer key support in structural assemblies, equipment installation, maintenance, among other functions.



**DO YOU
KNOW
WHAT THIS
IS?**



THE FIRST MCDONALD BROTHERS' RESTAURANT!



Richard
McDonald



Maurice
McDonald



Ray
Kroc

UNTIL MR. RAY KROC TURNED IT INTO THE BIGGEST FRANCHISE IN THE WORLD!



With a global turnover of **many billions** of dollars.



Furthermore, it has a total global business value of **billions of** dollars.



It has **more than 40,000** restaurants around the world!



OUR MISSION

Just as **McDonald's** didn't invent hamburgers, **Allkrane** didn't invent **cranes**.

But **Allkrane** has identified a sector with a clear **need**:

The ability to invest in machinery without needing large amounts of money.

Allkrane wants to be the brand that changes the market, **democratizing** customer access to various types of cranes, offering the **highest quality** service to our customers.

Excellence is the guiding principle of all our work.





FRANCHISE MODEL

Allkrane operates in the crane sector.

From the **sale of cranes new cranes, crane rental, the sale of used cranes** and the **supply of spare parts and technical maintenance** for them.

In this way, we guarantee **excellence** in our work for our clients.

With this, we aim to ensure that **our entire catalog**, from new to used equipment, will be in the **best condition** to meet all consumer needs.



PILLARS OF THE FRANCHISE

1

New equipment

We offer new cranes to our customers.

2

Used goods for sale

We also offer the sale of used equipment in excellent condition.

3

Rent

We have different cranes available for rent.

4

Maintenance

We offer maintenance and spare parts for our cranes.





PILLAR 1: NEW TEAM

The **Allkrane franchise** benefits by offering **the sale of new cranes** in a wide range of **capacities and configurations**, expanding its revenue and strengthening its **market position**, **avoiding monopolies**.

This diversification allows them to serve different types of **projects and clients**, take advantage of new business opportunities, and ensure **constant growth**.

As a **direct member** of a factory, you can offer cranes configured according to the needs of each project, backed by **Allkrane** and its **guarantees**.





PILLAR 2: SALE OF USED GOODS

The **Allkrane** franchise gives its franchisees a **competitive advantage** by including the sale of used cranes.

This not only **expands the market**, but also allows us to offer affordable, quality solutions, attracting a **diverse and growing customer base**.





PILLAR 3: RENTAL

The **Allkrane franchise** gives franchisees a **unique advantage** with the rental or leasing of cranes.

This service not only generates **additional income**, but also establishes **long-term relationships** with customers, providing a **steady source of revenue** and strengthening the franchisee's position in the local crane market.



PILLAR 4: MAINTENANCE

The **Allkrane franchise** ensures success by providing its franchisees with a **complete stock of spare parts** and/or components for the comprehensive **maintenance** of cranes.

All cranes feature genuine and original spare parts, guaranteeing **quality** and **reliable performance** in every component.



ADVANTAGES OF FRANCHISEES

Allkrane benefits **franchisees** by offering them a catalog of new and used cranes, depending on stock, which allows them **to position and strengthen** the brand's position in the market.

In this way, different options are offered to meet **the** particular needs of each client, ensuring **constant growth**.

Being a direct member of **Allkrane** will allow you to offer **high-quality equipment**, as well as **the sale** of different types of cranes, covering all **guarantees** to **avoid unforeseen problems**.





FRANCHISE OPPORTUNITY

The **Allkrane franchise** offers franchisees the opportunity to enter a **growing sector such as crane lifting and cargo handling services**.

By joining the franchise network, entrepreneurs gain access to **Allkrane** 's **reputation** in the crane market, as well as its **technical and operational expertise**.



FRANCHISE OPPORTUNITY

Furthermore, the franchise provides training, operational support, business guidance, and access to up-to-date equipment and technologies, fostering the **long-term success of franchisees!**

In short, you have access to a growing market, technical support, a network of clients, and above all, **guaranteed success.**



FRANCHISE BENEFITS

- 1. Continuous training:** Up-to-date training in technologies and business practices.
- 2. Operational support :** Constant assistance to ensure efficient and successful operations.
- 3. Marketing and advertising :** Allkrane will be responsible for creating promotional strategies to increase visibility and attract customers, both nationally and locally.





FRANCHISE BENEFITS

- 1. Access to permanent stock:** Due to the need of customers for construction support machinery, it is important to have a permanent stock to supply immediately.
- 2. Technological innovation:** Incorporating technological advances to remain competitive.
- 3. Shared experience:** Collaboration with a network of franchisees to exchange knowledge and best practices.





ATTITUDE AND APTITUDE

Attitude :

- 1. Commitment:** Dedication to providing quality services and meeting brand standards.
- 2. Entrepreneurship:** A proactive mindset to identify opportunities and overcome challenges.
- 3. Customer service:** An approach focused on meeting customer needs and building lasting relationships.
- 4. Adaptability:** The ability to adjust to changes in the market and adopt new technologies.





APTITUDE AND ATTITUDE

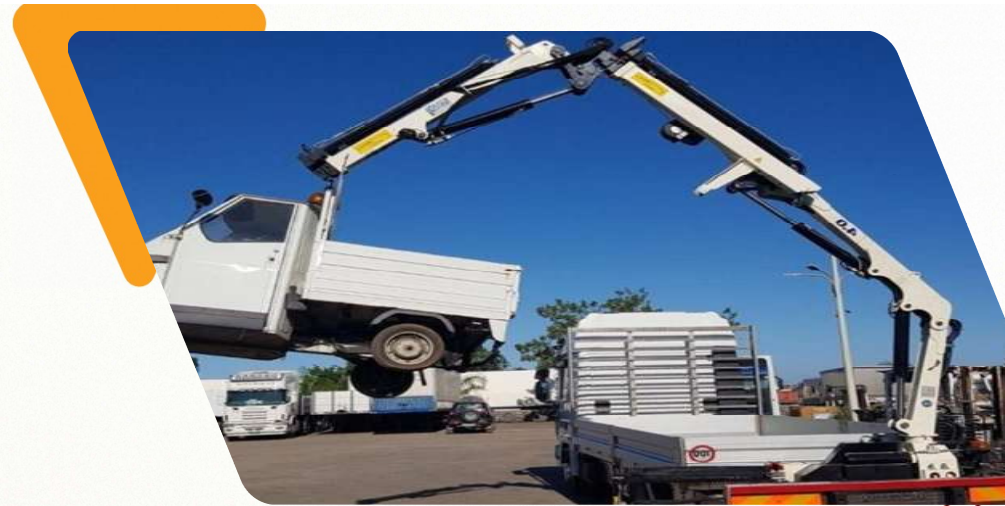
Aptitude :

- 1. Technical knowledge:** Competence in the operation, maintenance and repair of cranes.
- 2. Administrative skills:** Efficient management of inventory, finances and human resources.
- 3. Continuous training:** Willingness to stay updated on technologies and business practices.
- 4. Leadership:** Ability to lead and motivate teams, promoting a positive work environment.





WE BUILD OUR FUTURE



Let's make our difference

Standing out today is increasingly difficult, as the quality and costs of products are similar.

Today more than ever we must strive to be different from the competition.

Branding

Branding becomes an important tool, but it is more than just the name and the logo.

Good branding increases revenue, maintains business strength, reduces customer acquisition costs, and increases retention and profits.



WHAT SETS US APART...

What sets us apart stems precisely from the following elements:

- **The value.**
- **Credibility.**
- **The singularity.**

But above all, what sets us apart **is our passion** for the work we do.

We are interested in conveying to our beneficiaries and clients **that emotion** is the most important thing in a world controlled by technology.



JOIN OUR TEAM!



INTERESTED IN A FRANCHISE?

Compete against the Big Monopolies

Mr. Eduardo Figeac.

Marketing Director

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