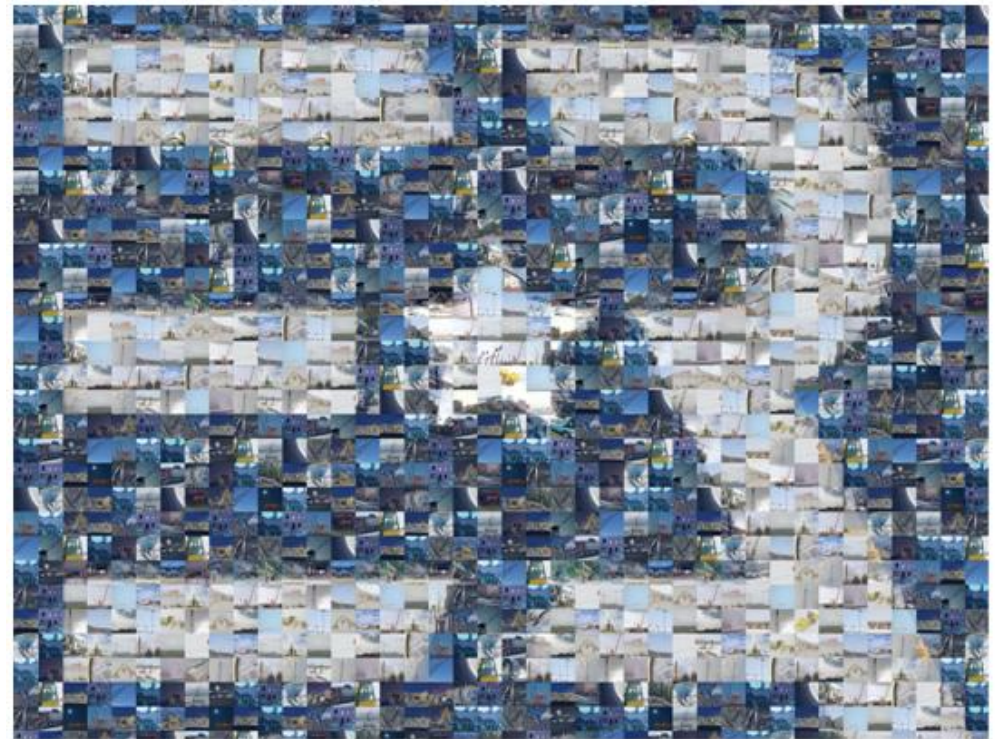


ERA Convention 2010

“New Opportunities for Rental”

ADDRESSING DIFFERENT MARKETS

Stefan Cankov



WWW.ERARENTAL.ORG

Development of the Bulgarian Rental Market

- n 1990-2000: "Let's buy everything necessary"- There was not rental market.**
- n 2000-2006: "Let's buy and sometimes rent"- The first steps of the rental business**
- n After 2006:"Mainly rent. Only small companies buy"- Fast growing of the rental market, but still far away from Western Europe**

Features of the construction business in Bulgaria

A typical emerging market:

- n Relatively small companies
- n All of them have large variety of their own machines
- n Prefer short time renting
- n Majority of the machines are rented with operator
- n Lack of knowledge for new technologies and specific machines.

Addressing to construction companies

Typical approaches for reaching of customers:

- n Bulgarian Construction Chamber
- n Specialized magazines
- n Public tenders
- n Being close to the customer

Specific approach for the market

Rent more if:

- n First sell and then rent
- n Maintain the machines of the customer
- n Train the staff of the customer
- n Registration and inspect the fleet of the customer



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THANK YOU
