

Zheng Fabio

## Rental of Modern Construction Equipment Fleet

Business Idea:

My business idea is the rental of modern construction equipment fleet with all the services included. With services I refer to the assistance, the insurance, taxes, certificates, health and safety provisions, up to the operator working with it.

| Opportunity screening framework | High potential | Low potential |
|---------------------------------|----------------|---------------|
| Market                          | X              |               |
| Harvest                         | X              |               |
| Competitive                     | X              |               |
| Management                      |                | X             |
| Fatal flows                     | X              |               |

From the market point of view, this idea has a high potential taking in consideration the number of infrastructures and building works going on nowadays and in the next decades, in Romania. Big corporations usually want to have a dedicated service providing the “full package service”, to have less issues to deal with, and for this reason, considering the added value of the service and no important investments such as the purchase of the machinery, they are willing to pay more, so it can have a high potential from the harvest point of view.

From the competitive point of view, since modern equipment are technologically embedded, easier to be conducted and are more productive, considering that in construction field the concept “time is money” is of major importance, I can see a high potential.

Of course, for each of the equipment you should have a loyal worker who know it and treat it carefully, in order to not incur in extra expenditures.

The fatal flows I may foreseen are substantially two: the initial investment, which can be mitigated purchasing all the equipment from the same production company, with the aid of European funds, and the risk of non-payment/default from your customers, for which there are other ways to go on.