

TEREX® MPS



A world working better™

Company Information

Company Name

KARAN LIBYA

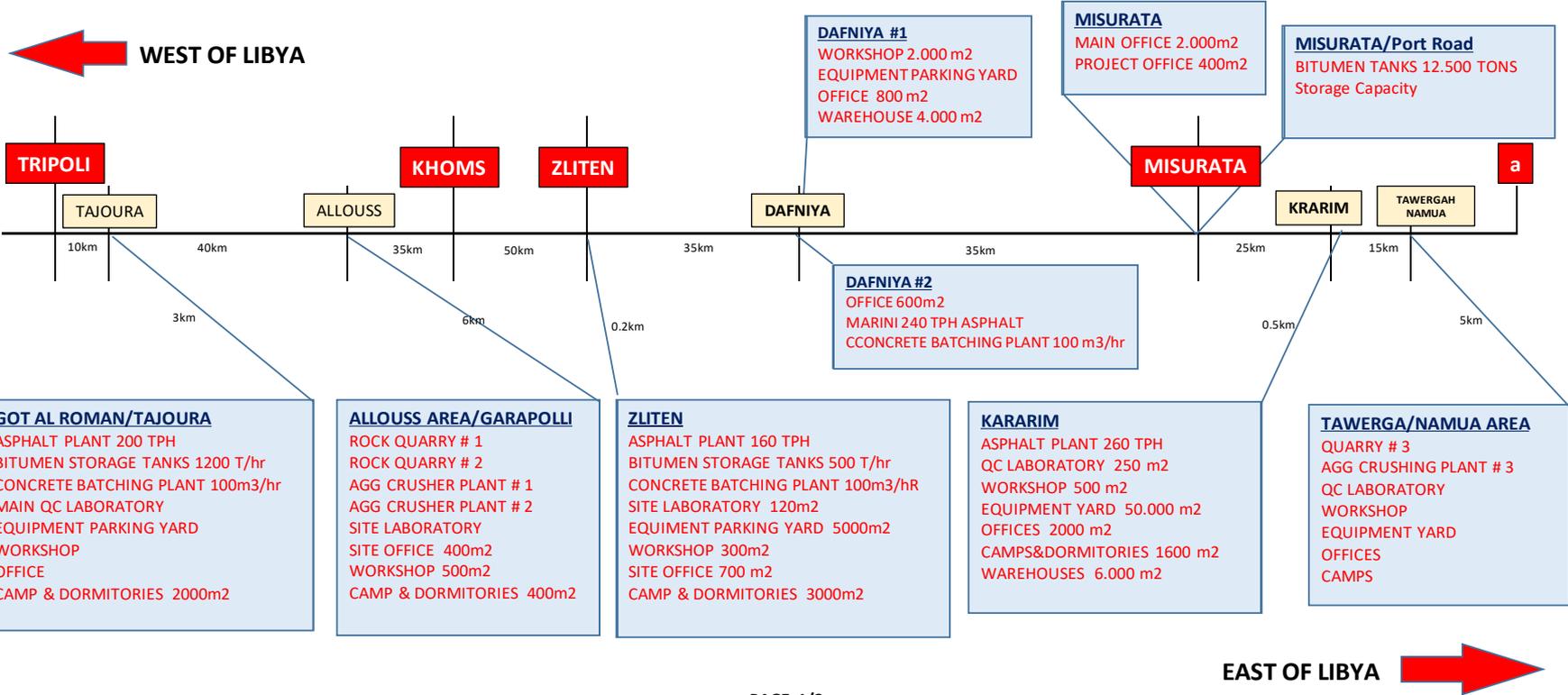
General Construction Company / L I B Y A







KARAN LIBYA LIBYA FACILITIES ITINERARY

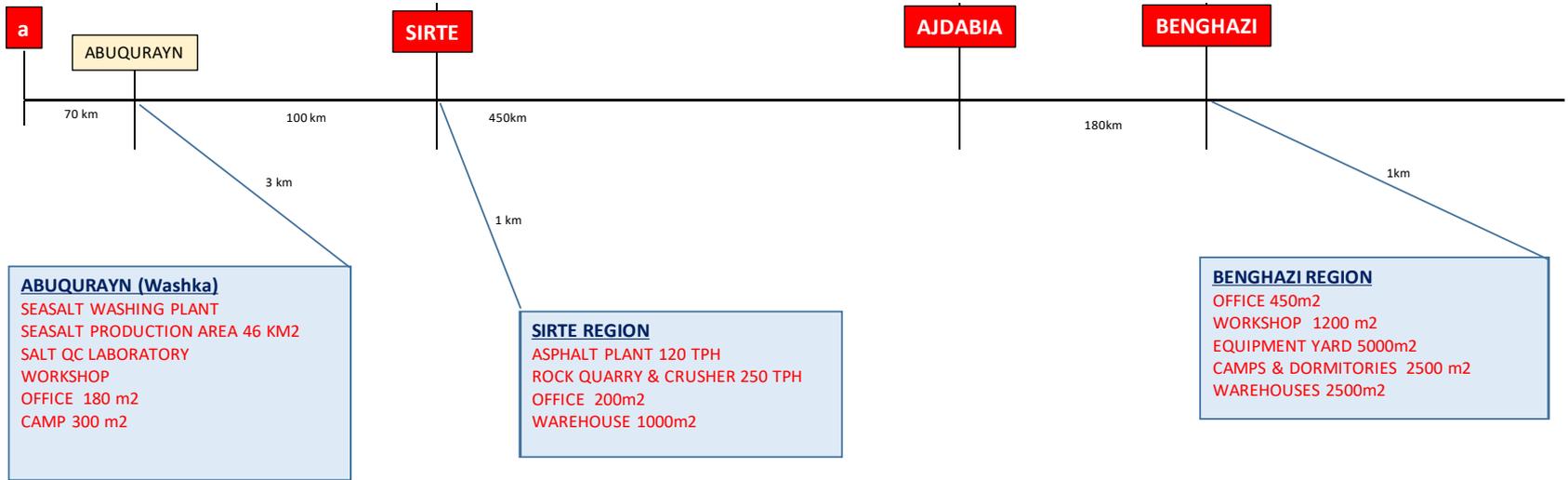




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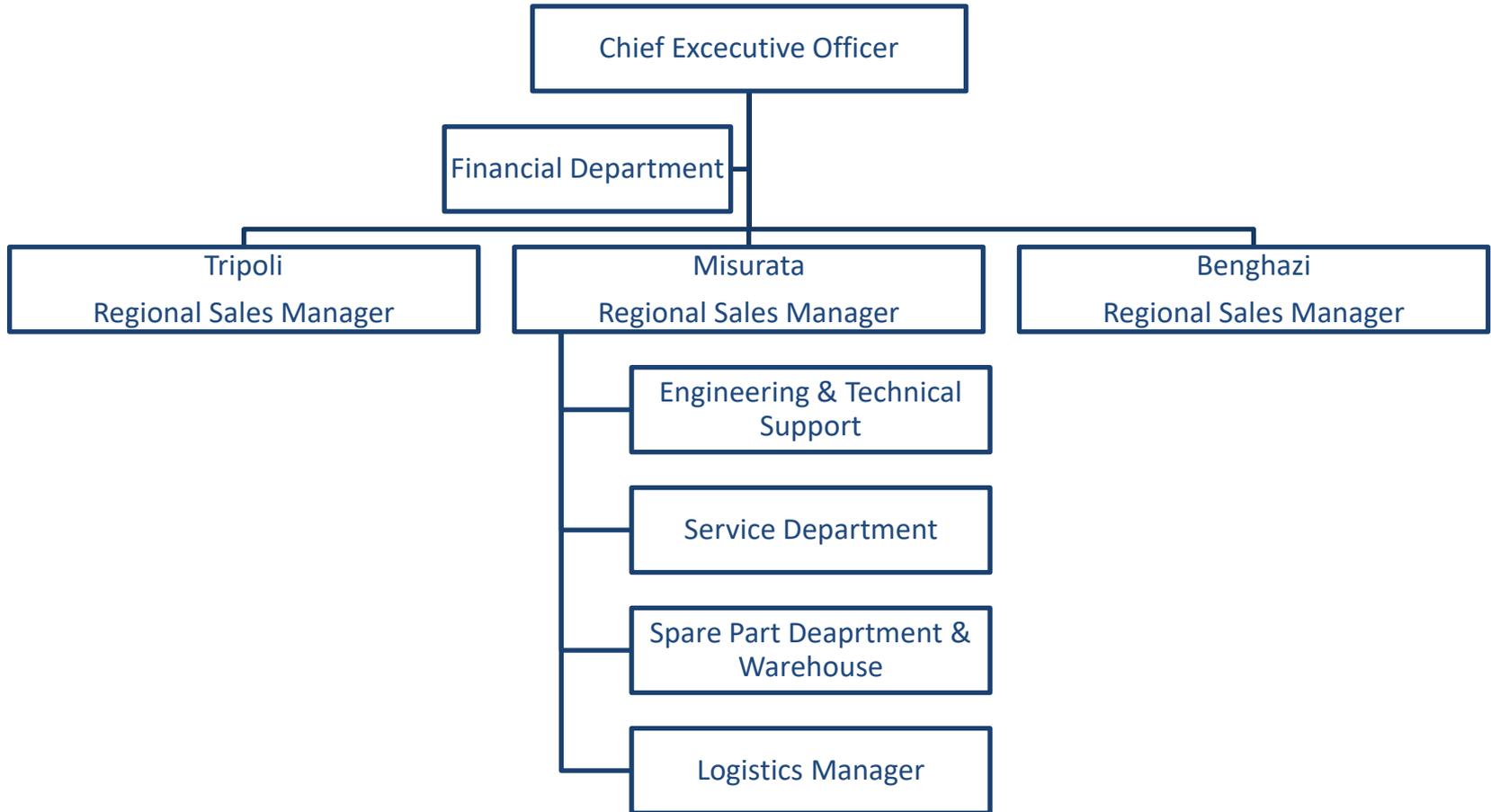


← WEST OF LIBYA



EAST OF LIBYA →

Organisation Chart for TEREX MPS/LIBYA



Sales & Service Coverage



	Number of Employees	Location	Notes
Field Sales	3	Tripoli-Misurata-Benghazi	
Parts Sales	1	Misurata	
Service Tech	2	Tripoli - Misurata	
Engineering	1	Misurata	

b) Other Information:



KARAN LIBYA Company established in Libya in the year 2010

Licence No 5421091

Chamber Of Commerce No 21091

Tax No 7040



KARAN LIBYA is a Libyan private shareholding company with-

- The Commercial Registration Licence number is (5421091) in Economy and Trade Ministry.**
- The Chamber of Commerce Number is (21091)**
- Tax Number is (7040)**
- Capital of the company is (40 Million) forty million Libyan dinars.**



KARAN LIBYA Registration Card of Libyan Custom Authority



OUR SCOPE OF WORKS



- **HEAVY CONSTRUCTION EQUIPMENT SALES**
 - (EDRI - IVECO AUTHORIZED AGENT IN LIBYA)
- **ROADS & HIGHWAYS & MOTORWAYS**
- **AIRPORTS (All Construction Diciplines and Aviation Systems)**
- **TUNNELS & BRIDGES**
- **DAMS**
- **OIL, GAS & PETROCHEMICALS**
- **WASTE WATER TREATMENT PLANTS**
- **INDUSTRIAL WASTE WATER TREATMENT PLANTS**
- **DESALINATION PLANTS (SEA WATER/With R.Osmaosis)**



**KARAN LIBYA PARTNERS ARE AUTHORIZED
AGENT OF
IVECO COMMERCIAL TRUCKS IN LIBYA**







Key Business Development Actions

Libya has been trying to heal the wounds of the civil war since 2011. Since 2020, oil and mineral production in the country have increased steadily, and efforts are underway to establish a stable life. In addition, infrastructure construction projects are being revived.

Since 2011, KARAN LIBYA company has been closely following all these positive developments and has undertaken tasks in many large and small infrastructure and superstructure projects.

Thanks to the stable management of the last five years, construction and commercial activities in the country, which had been on the verge of stagnation, have gained momentum. While the need for machinery arising from new construction projects was initially met by second-hand, often more affordable, Chinese-made products, there is now a need to bring in globally proven machinery to meet the machinery needs of major new projects.



Key Business Development Actions/Cont.

Because aggregates are the most critical need in construction projects, the establishment of aggregate-producing facilities across the country, from East to West and North to South, has become a necessity. Renovating existing facilities and replacing them with more efficient machinery has become a necessity. With the market beginning to revive in this area, it's clear that demand for globally proven machinery will increase.

To enter the market and sell our machines, we must take an active role in the following areas.

- 1- Ensuring sales and service within the country, rapid spare parts supply, and maintaining minimum spare parts stocks.
- 2- Ensuring product promotion by participating in international construction and machinery fairs organized domestically and attended by international manufacturers.
- 3- Meeting customer demands by providing qualified personnel training as quickly as possible and providing customers with the most professional product presentations and technical and engineering services.
- 4- Undertaking initiatives to demonstrate the quality and efficiency of both fixed and semi-mobile facilities within the country, tailored to customer needs.

KARAN LIBYA

Marketing Plan

Marketing Plan



- 1- Placing advertisements in industrial and construction magazines published in Libya.
- 2- Placing promotional advertisements on billboards along major city arteries.
- 3- Visiting companies, presenting our products to company officials and influential executives, and holding informative visits and meetings on key purchasing matters.
- 4- In order to accurately assess market needs, material samples will be taken from quarries, and customers will be informed and guided to select the machinery they truly need.
- 5- Providing visible demonstrations of machinery by encouraging customers to visit similar facilities operating within the country.
- 6- Organizing training seminars across the country to explain how rocks brought from quarries are processed and which machinery should be used, for both training and promotional purposes, to customers and staff.

Marketing Plan/Cont.



- 7- Continuously delivering print and visual media content to customers at specific intervals.
- 8- Ensuring that potential customers are informed of sales..
- 9- Ensuring customer confidence that after-sales service and spare parts can be delivered to the customer as quickly as possible.
- 10- Conducting engineering and technical studies to determine the customer's actual needs before the sale.
- 11- To ensure that customers are fully informed about our products and their capabilities. To ensure this, we prepare comprehensively for trade fairs and promotional activities.
- 12- To ensure that customers are satisfied that they have made, or will make, the right choice by conducting factory visits.

LIBYA

Financial Review



Financing

Because banking services in Libya have not yet reached international standards, the majority of retail purchases are made through cash payment.

The difference between market and central bank exchange rates often reaches 10-15 percent, causing customers to turn to letters of credit to make purchases in currencies compatible with the central bank rate.

It is hoped that this difference will disappear in the near future and that banking services will reach international standards.



 **TEREX**[®] MPS

Thank You



KARAN LIBYA

Construction Company

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Misurata LIBYA

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