



Job Description

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• Develop and implement a comprehensive rental business strategy aligned with company objectives. Analyze market trends, customer needs, and competitor activities to identify opportunities for growth.

• Build and maintain relationships with key clients and stakeholders in the construction, mining, and industrial sectors. Promote rental solutions to prospective and existing customers, ensuring competitive pricing and value-added services. Explore partnerships and alliances to expand rental operations in Indonesia.

• Oversee the daily operations of the rental business, including equipment availability, logistics, and scheduling. Ensure efficient utilization and maintenance of rental equipment to maximize uptime and minimize costs. Monitor key performance indicators (KPIs) such as utilization rates, revenue, and profitability.

• Prepare and manage the rental business budget, ensuring cost control and revenue.

Job Requirement:

• Minimum of 5–8 years of experience in the heavy equipment industry, with at least 3 years in a rental business management role.

· Proven track record in business development, sales, or operations related to equipment rental.

Experience in managing budgets, financial forecasting, and P&L accountability

Company Description