VANSE

VANSE

VANSE DEALER PARTNERSHIP GUIDE

Partnership Enquiries: 400-0537-108

Shandong Vanse Machinery Technology Co.,ltd

VANSE



01 Company Profile

02 Department Structure

03 About Our Products

04 Franchise Case Studies

05 Product Promotion Events

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07 Franchise Process

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01 PART ONE

Company Profile

Group Profile

01





Founded in 2013, VANSE Group is a national-level high-tech enterprise specializing in the research and development, manufacturing, sales and after-sales service of construction machinery. The Group boasts a strong R&D team dedicated to the production and innovation of telescopic reach forklifts, backhoe loaders, skid-steer loaders, aerial work platforms, forklifts and other products, and is committed to future-oriented development to create a better life for humanity.

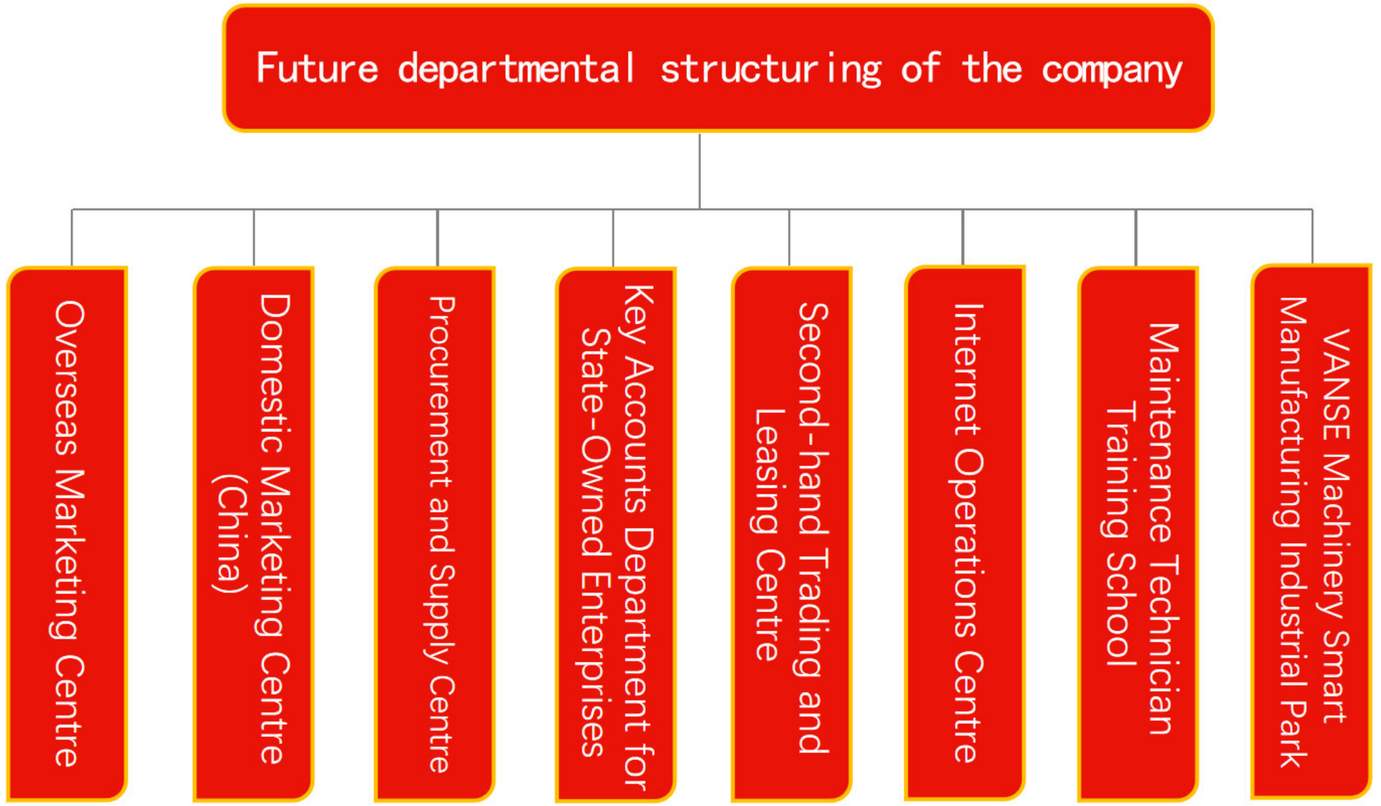
The Group comprises business divisions including VANSE Machinery, Wanhui New Energy, Wanli Precision Machinery, VANSE Road & Bridge, and VANSE Machinery Southeast Asia. Its products are not only popular in the domestic market but are also exported to over 40 countries and regions, including the United States, Mexico, Spain, Germany, Russia, Malaysia,Australia and Saudi Arabia. VANSE Group has never ceased to contemplate the future, nor has it ever stopped pursuing the hope of creating a better life for humanity.

By dedicating ourselves to the present, we will surely build a successful future; VANSE looks forward to creating a brilliant future together with you!

02 PART TWO Department Structure

Company department

02



03 PART THREE

About Our Products

03

Company Products



VANSE Group boasts a strong research and development team, specialising in the research, development and innovation of products such as telescopic forklifts, backhoe loaders, skid-steer loaders, aerial work platforms and forklifts.It is committed to future-oriented development, striving to create a better life for humanity.

Telehandler











Crawler excavator

Home version







Engineering version









Skid Steer Loader

Home version









Engineering version









Telehandler homework

Home version










Telehandler homework

Engineering version











Crawler excavator homework

Home version







Engineering version







Skid Steer Loader homework





Home version







Engineering version



Mower, dump truck homework













04 PART FOUR Franchise Case Studies

Franchise Case Studies

04



Changchun franchise store



Guiyang franchise store



Chengdu franchise store



Handan franchise store









Franchisee of line b













Shanghai flagship store













05 PART FIVE

EXHIBITION SITE

EXHIBITION SITE

05

2025 German Exhibition







Saudi Arabia's Big 5 in 2025







EXHIBITION SITE

The Guangzhou Fair in the autumn of 2025





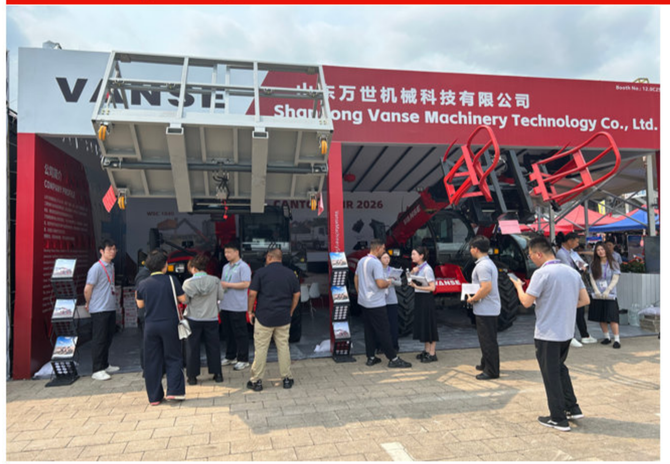
Exhibition in Shanghai in 2025



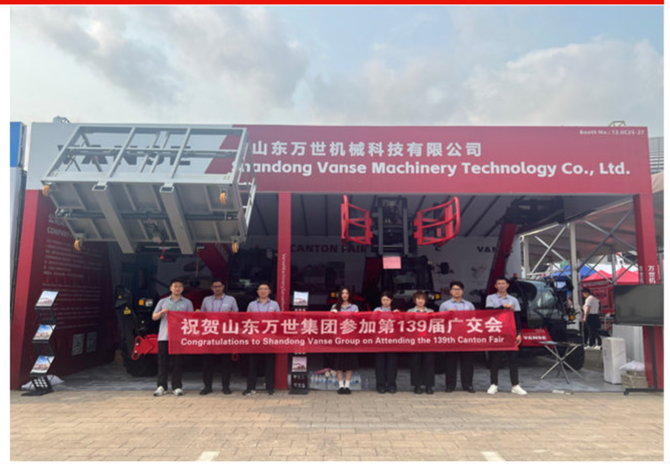


EXHIBITION SITE

The Spring 2026 Canton Fair







The 2026 exhibition in Zaragoza, Spain







EXHIBITION SITE

Exhibition in Brazil in 2026







The 2026 Turkey Exhibition







EXHIBITION SITE

The 2026 US exhibition







The 2026 US exhibition







2019 Domestic Product Exhibition









2019 PRODUCTION PROMOTION MEETING



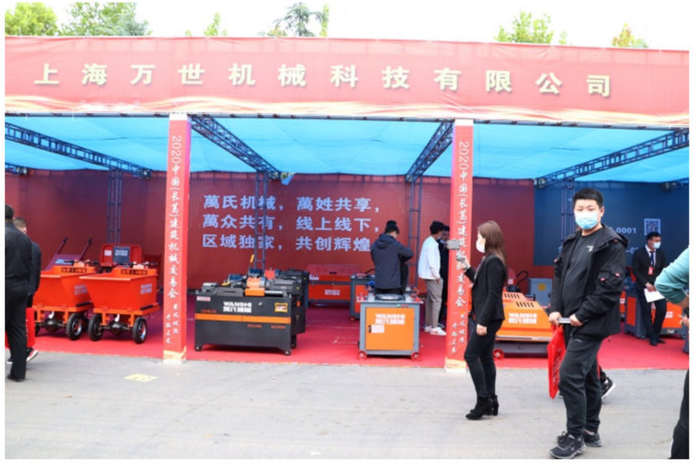


2020 Domestic Product Exhibition













2020 PRODUCTION PROMOTION MEETING








Spanish customers will visit our factory in 2026.













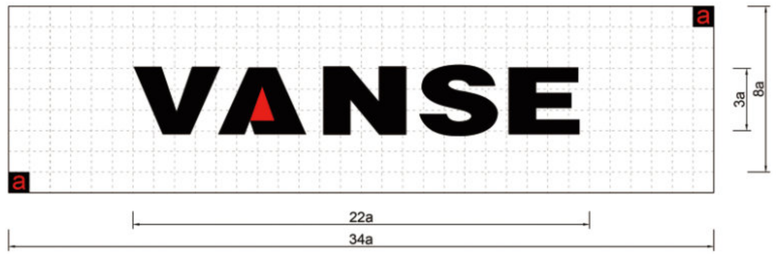
PART SIX

Corporate Identity System(VI)

LOGO DRAWING

06

商标尺寸





商标正负形

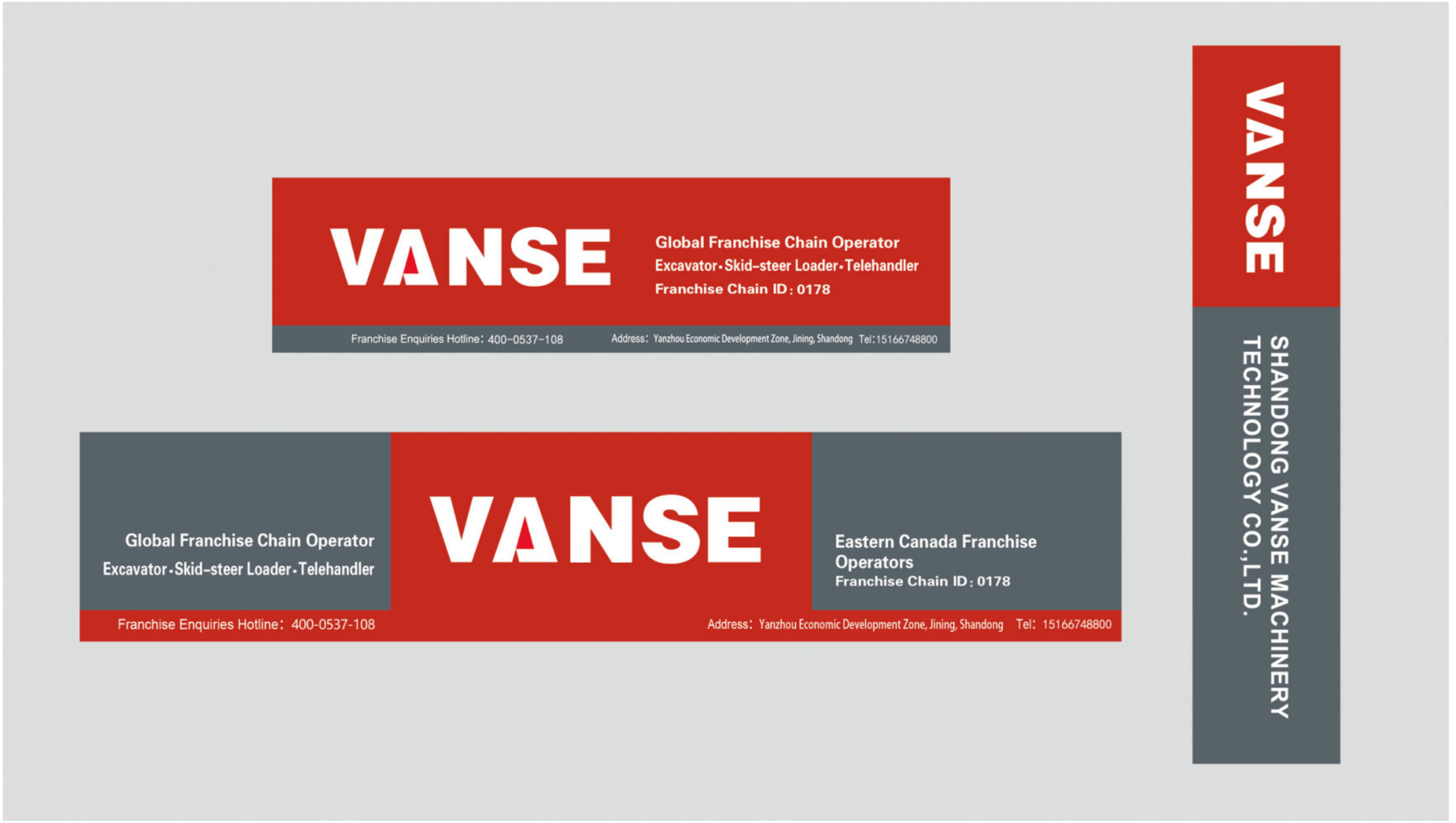








OUTDOOR SIGNBOARD



BUSINESS CARD

VANSE

Ms Alice
Sales Manager
+86 15265703638

WeChat

WhatsApp

Shandong Vanse Machinery Technology Co., Ltd.
sales023@vanse.cc
www.vansecm.com
No. 88 Chuangye Road, Yanzhou, Jining, Shandong, China



COMMERCIAL DOCUMENTS

产品画册封面A



产品画册封面B



Advertising board













WORK CLOTHES / HATS



工人夏季工装 ▲



办公室人员夏季工装 ▲



外贸使用安全帽 ▲



工人安全帽 ▲



领导安全帽 ▲



车间工人安全帽 ▲



外勤工地马夹





连体工作服

STANDARD STOREFRONT



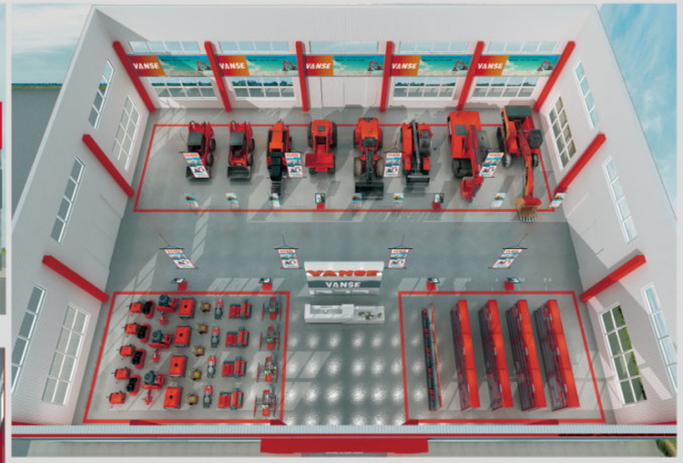














VANSE

Google Ads

Reach High-Intent Buyers

We use Google Ads to capture demand frombuyers actively searching for telehandlers.

TikTok

Short Videos Big Impact

We leverage TikTok's short-form video power to showcase VANSE telehandlers, build awareness, and drive engagement worldwide.

Facebook

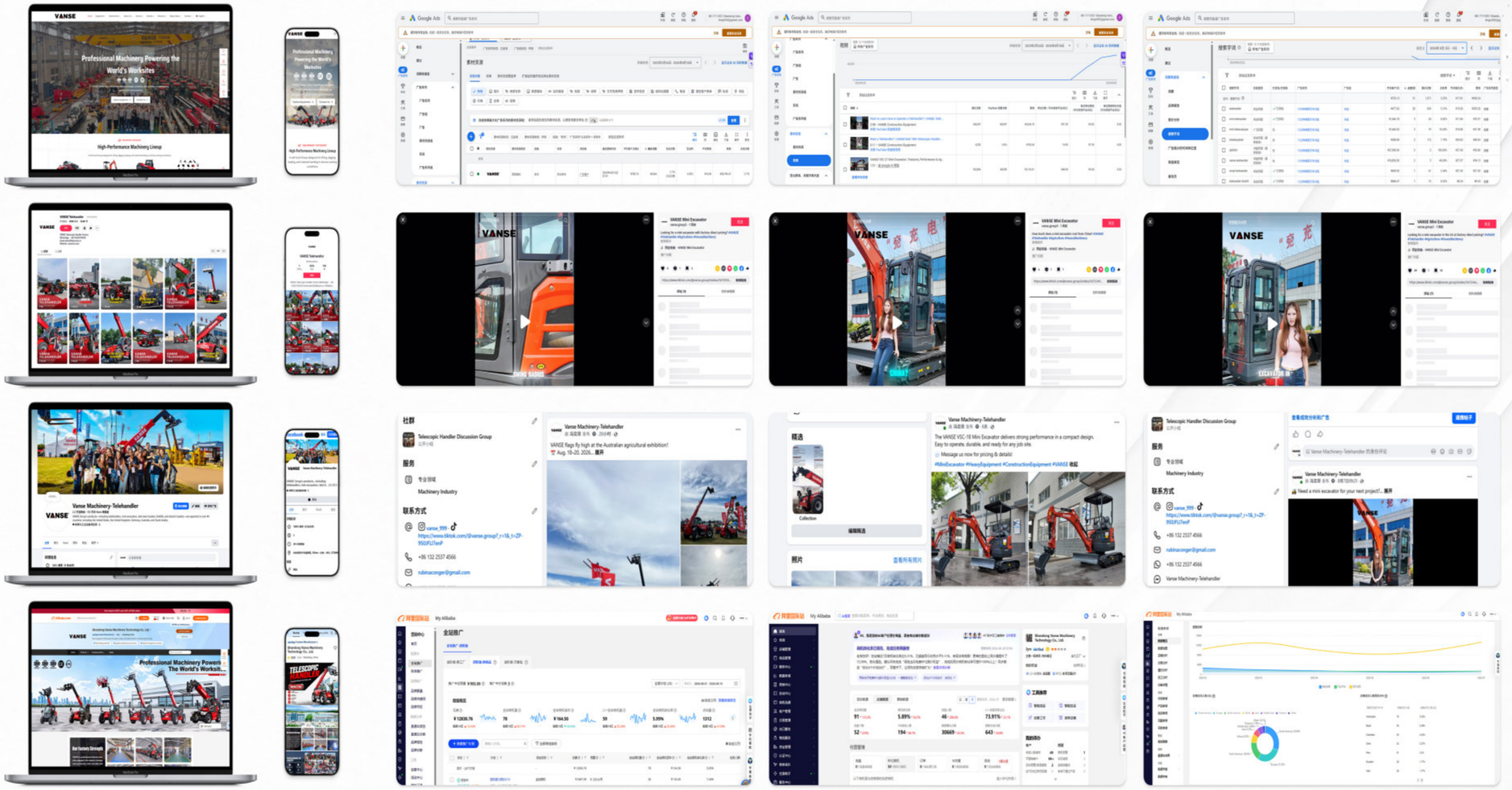
Build Trust Generate Leads

We use Facebook to build connections, share updates, and generate quality leads for VANSE telehandlers.

Alibaba.com

Tap Global B2B Marketplace

We utilize Alibaba.com's B2B ecosystem to display VANSE telehandlers to worldwide verified buyers, build business credibility and generate genuine sales inquiries.



Social Media Advertising

Vanse Machinery — Serving the World

VANSE

PART 07 SEVEN Franchise Process

Franchise Process

07



08 PART EIGHT

Franchise Fees

Franchise fee

08

◆ Franchise fee	XXXXXXXXXXXXXXXXXX
◆ Security deposit	XXXXXXXXXXXXXXXXXX
◆ Management service fee	XXXXXXXXXXXXXXXXXX
◆ Training fee	XXXXXXXXXXXXXXXXXX
◆ Interior design fee	XXXXXXXXXXXXXXXXXX
◆ Fitting-out costs	XXXXXXXXXXXXXXXXXX
◆ Other	XXXXXXXXXXXXXXXXXX

PART 09 NINE

Franchise Requirements

Franchise conditions

09

I. Operators

- Business Background / Experience in Construction Machinery Sales
  Possess a sound business background and experience in construction machinery sales, be familiar with the local market, and have an extensive network of contacts.
- Financial Strength / Good Credit Standing
  Possess sufficient financial and investment capacity, and have a good credit standing.
- Business Philosophy
  Understand and trust VANSE Machinery, and be able to reach a consensus on business philosophy and development strategies.

II. Shop Premises Requirements

- Classified by City
  In provincial capitals, the retail area must be at least 300 m^2; in major prefecture-level cities or second-tier cities, at least 200 m^2; and in counties and other areas, at least 100 m^2.
- Shop Location
  The premises must be situated within a major machinery and equipment market or a major commercial district, and must be a stand-alone shop suitable for the sale of construction machinery.
- Shop Fit-out
  The fit-out must adhere to the company's standardized branding guidelines to maintain the unified franchise image of Shanghai VANSE Machinery.

VANSE

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Let us join hands

to achieve

greatness!

VANSE

Shandong Vanse Machinery Technology Co.,ltd.