

# Master Choice

GROUP OF COMPANIES

رؤية  
VISION 2030  
المملكة العربية السعودية  
KINGDOM OF SAUDI ARABIA



COMPANY  
PROFILE





شركة اختيارك المتقدمة للالات والمعدات

**Master Choice**

EQUIPMENT RENTAL COMPANY



شركة عزم الانجاز للمنتجات البترولية

DETERMINATION PERFORMANCE PETROLEUM CO.

**SOCMA**  
华南重工

Fujian SouthChina Heavy Machinery Manufacture Co., Ltd



MASTER CHOICE

GROUP OF COMPANIES

# OVERVIEW

# INTRODUCTION



Master Choice Group of Companies today is one of the leading service providers catering to various industries like Construction, Oil & Gas, EPC, Government projects and many more in the Middle East.

Since establishment, we have been diversifying business operations and product portfolios to adapt to the ever-changing market needs.

We provide quick and efficient services to our valued customers, helping us achieve our goal, which is to deliver the best results and be the performance partner of choice.

*"To be the most trusted and convenient equipment rental partner."*

## Our Values

The values that have always been paramount to every employee in Master Choice

- Work with integrity, honesty, and efficiency.
- Commitment to customer is priority, their success is our success.
- Work Safely, Protect Health, Save the Environment.
- Provide innovative cost effective and customized solutions

## Our Vision

### Customer-Focused:

"Empowering our customers to achieve their goals through exceptional equipment rental services."

### Innovation-Oriented:

"Pioneering innovative equipment rental solutions to meet evolving customer needs."

## Our Mission

"Providing essential equipment solutions for every project."

"Empowering our customers to achieve their goals through reliable equipment rental."

"Delivering exceptional equipment rental experiences that exceed customer expectations."

"Offering a diverse fleet of top-quality equipment at competitive rates."

"Simplifying equipment needs with convenient rental solutions."



# our services



## Core Rental Services:

**Equipment Rental:** Providing a diverse fleet of machinery and tools for short-term or long-term use.

**Operator Services:** Offering skilled operators to operate rented equipment.

**Delivery and Pickup:** Transporting equipment to and from the customer's location.

## Additional Services

**Equipment Maintenance and Repair:** Ensuring equipment is in optimal working condition.

**Equipment Sales:** Offering the option to purchase rented equipment.

**Technical Support:** Offering expert advice and troubleshooting assistance.

**Custom Equipment Solutions:** Tailoring equipment packages to specific project requirements.

## Equipment Categories

**Construction Equipment** (excavators, bulldozers, cranes, etc.)

**Industrial Equipment** (generators, compressors, pumps, etc.)

**Party and Event Equipment** (tents, chairs, tables, etc.)

**Tools and Accessories** (power tools, hand tools, safety gear, etc.)

**Audiovisual Equipment** (projectors, screens, sound systems, etc.)



*"Your Project, Our Equipment."*



Equipment Rental fleet in Master Choice Group of Companies is one of the strongest in the industry. In order to initially serve the diverse requirements of industries, Master Choice has built up a wide-ranging fleet of heavy construction equipment. Our product line includes everything from small hand held tools to large earthmovers. While having a wide variety of tools and equipment is important, making sure they are all operating correctly is most important.

We understand that our fleet is the cornerstone of our business and we stand behind the quality equipment we rent. We begin by purchasing factory new equipment from the industry's leading manufacturers for our rental fleet. The intelligently customized solutions are backed by meticulous maintenance packages ensuring our clients project execution is never put at risk. Below listed are some of the main heavy equipment we have in our fleet.

## Land Transport

We offer a wide range of modern Transport Vehicles for the Land Transport Requirements. With an in-house workshop facility & a team of mechanics for all kind of service and repairs, we ensure that the downtime is kept to a minimum during unexpected breakdowns.



**Tipper Truck**



**Tipper Trailer**



**Low Bed Trailer**



**Flat Bed Trailer**



**Water Bowser**



**HAIB Grab Crane Trailer**

# Rental Equipment Service

## Heavy Lifting Equipment

*Flatbed trailer and Low beds, Mobile Cranes, Crawler Cranes and Rough Terrain Cranes.*

## Earth Moving Equipment

*Excavator, Wheel Loader, Dozers, Backhoe, Bobcat, Grader and Roller Compactor.*

## Light Equipment

*Power Generators, welding machines, welding generators, Towerlights, Air Compressor, Fork Lifts, Manlifts, Scissor Lifts, Tele Handler etc.*

## Transportation Equipment

*Dump Trucks, Pick Up, Dyna, Buses and Trailers etc.*





# Plant Hire

Among the top plant hire companies in KSA we offer a wide range of modern equipments for hire. With an in-house workshop facility & a team of mechanics for all kind of service and repairs, we ensure that the downtime is kept to a minimum during unexpected breakdowns.



Loader



Fork Lift



Dump Truck



Cranes



Graders



Trailer (Low Bed & Flat Bed)



Roller Compactor



Backhoe Loaders



Skid Steel Loader Roller



Boom Trucks



Mobile Cranes



Excavators



Bulldozers



Welding Machines



Vibratory Roller



Air Compressor



Tower Light



Diesel Tanker



Water Tanker



Trailer Tractor



Sweet Water



Crane



Manlift



Generators



Concrete Cutter



Plate Compactor



Front End Loader



Crushers Plant



Mobile Crane



Tower Crane

# Used Equipment for Sale

*Discover quality used equipment at unbeatable prices.*

Master Choice Group of Companies regularly sells used equipment such as Hyster Diesel & Electric Forklifts, Combilift Side-loaders, Aisle-Master VNA forklift trucks, Grove Hydraulic Mobile Rough Terrain and All Terrain Cranes, on "as is where-is condition".

In recent years, there has been quite a long development and economic growth in the Kingdom of Saudi Arabia on account of heavy-duty vehicles and mega plant machinery. From excavators to wheel loaders, from bulldozers to backhoe loaders, from dump trucks to dump trailers and from roller compactors to skidders, all other vehicles and tools have played a considerable role in the development and economic growth across the Kingdom of Saudi Arabia. Although these vehicles are bit expensive, but they are very useful for the construction companies in the Kingdom, along with agriculture and educational and transportation sectors.

Not only this, heavy equipment or machinery is very effective for ready mix concrete and cement industry in Saudi Arabia. This is the reason why so there is a great demand of heavy vehicles in ready-mixed concrete industry nowadays. Many concrete and cement companies are utilizing heavy equipment for their own business purposes, including asphalt pavers, cold planers, pneumatic rollers, vibratory compactors, static smooth drum rollers and vibratory smooth drum rollers, etc. Then there is a great demand of forestry equipment in the forestry industry, including harvester, forwarder, log loader, skidder and feller Buncher. Not only, mining industry also requires heavy equipment regularly, involving crawler tractor, shovel, wheel dozer, wheel loader and rock truck.



## Services

### Equipment appraisal:

Offer valuation services for customers selling equipment.

### Equipment transportation:

Assist with equipment delivery and logistics.

### Equipment maintenance and repair:

Provide maintenance and repair services.





# شركة عزم الانجاز للمنتجات البترولية

DETERMINATION PERFORMANCE PETROLEUM CO.

8338 Prince Musaid Street, Al Khobar Al Shamalia, Al Khobar | 📞 0138982050





Our goal is to be a recognized company that provides state-of-the-art technology products & services with our international partners, offering solution at a competitive rate with zero tolerance to service delivery, safety and quality.

Determination Performance provides exceptional services and products through experts in engineering solutions, with a team which holds a wide range of experience to handle projects of any magnitude and recognized for performing multitasking - skilled operations in upstream, downstream, marine, industrial services, facility and oil waste management, manpower supply and oil & gas products supply.

## VISION

- Recognized as the premier indigenous oil and gas service provider driven by excellence and innovation.



## MISSION

- Create value for our partners through excellence and innovation
- Be a Responsible partners with respect to safety and environmental impact of all our operations and services.
- Run the company on a sustainable financial basis of profitable growth  
Recruit, retain and reward high-performance workforce

## VALUES

- Excellence
- Professionalism
- Innovation
- Corporate Social Responsibility
- Faith in God
- Integrity
- Teamwork

# OUR SERVICES



## UPSTREAM

### Provision of Drilling Services

1. Drilling Rigs
2. Drilling Fluids
3. Production Chemicals
4. Waste Management Control and Equipments

### Mechanical Construction

1. Fabrication services

### Asset Integrity Management

1. Pipelines Services and Monitoring

### Equipment Leasing

1. Heavy duty equipment
2. Earth moving equipment
3. Vehicles

### Strategic Procurement

1. Cost-effective and efficient solutions that ensure our clients experience significant cost savings
2. Relationships with Original Equipment Manufacturers





# DOWN STREAM

## Marketing, Supply & Trading

This business unit is responsible for the supply and trading of crude and petroleum products.



### Refinery

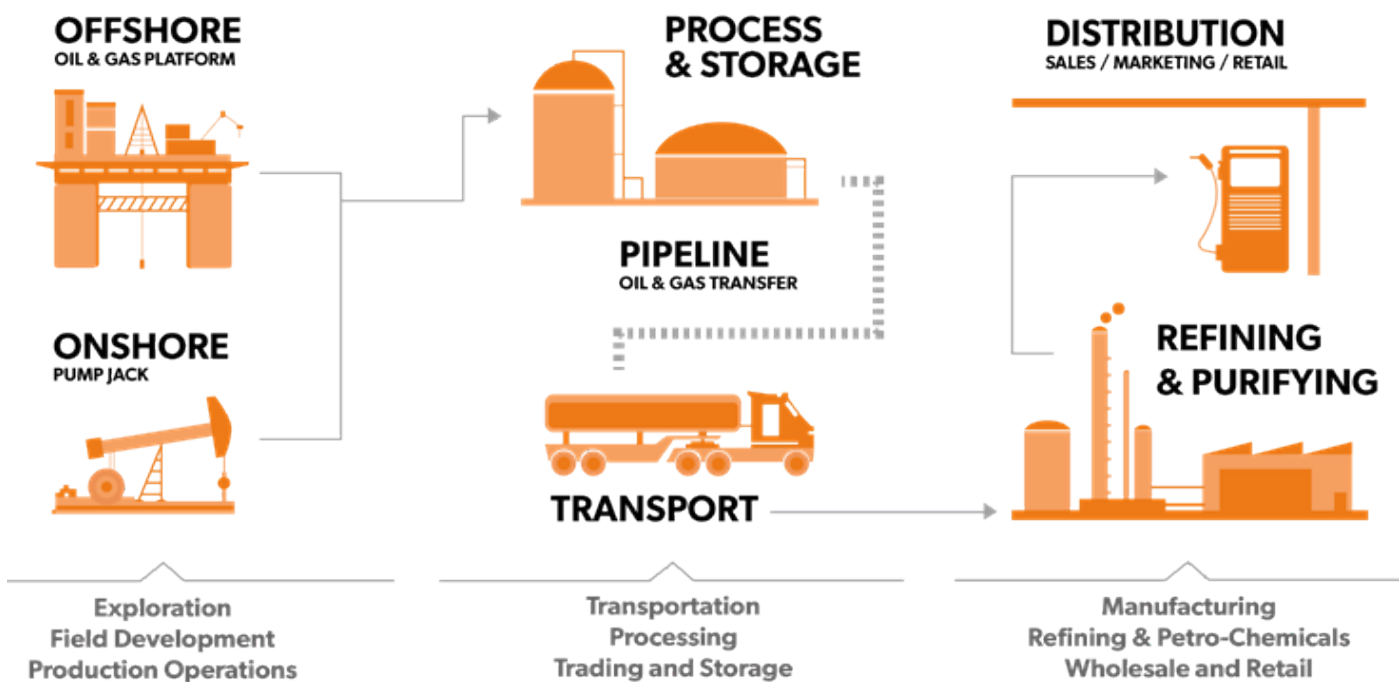
- Processing of crude oil
- Refining

### Petrochemical

- Fabrication of base chemicals and plastics

- Cooling water and Utility water
- Wastewater

- Water reuse, recycle or discharge
- Sludge





# INSTRUMENTATION

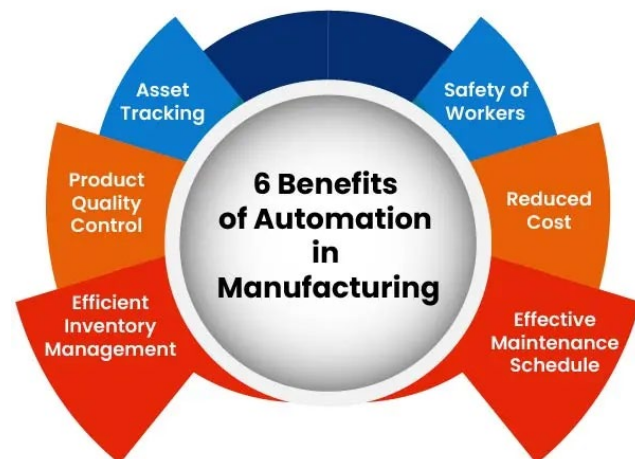


- Instrument calibration
- Instrument Installation (Field)
- Loop Test
- Instrumentation Construction Services
- Installation of Transmitters, Switches & Gauges for Pressure, Temperature Flow and Level application, Control Valves, on / off valves, Breather valves, Safety Valves, panels, junction boxes, cable laying & termination, perforated cable tray work, pedestal fabrication
- Installation of process installation, termination & commissioning of indicators, transmitters and controllers & other field instruments
- Installation including cabling, marshalling panels, instrument air/gas tubing and impulse piping
- Ability to pre-fabricate instrument support & other fabrication work for control packages
- Supply of skilled manpower including Engineers, Technicians for shut down maintenance, installation and commissioning activities.



# AUTOMATION

- Process Control Systems; PLC, DCS, ESD, SCADA
- Safety Instrumented Systems
- Fire & Gas (F&G) Systems
- Condition Monitoring Systems (CMS)
- Power Management Systems
- Instrument Asset Management Systems (IAMS)
- Industrial Data Networks Communication Systems & PAGA Systems
- Security: CCTV, Anti-Intrusion Systems
- Process Historian - Plant Information Management System (PIMS)
- Preventive Maintenance
- Breakdown Maintenance
- Reliability Centered Maintenance
- Condition-Based Monitoring
- Start-Up / Shutdown Services
- Reporting & Analyses
- Maintenance Management & Planning Services





# E&I PRE-COMMISSIONING ACTIVITIES

- Startup & Commissioning Services
- Motor Control Centers (MCC)
- Generator Circuit Breaker ( GCB)
- Switchgears (LV & MV), including relay settings
- Control & Protection Panel
- Transformers (Distribution, Excitation, Isolation, Neutral Grounding, UAT, GSUT) incl. oil filtration• Generators ( Diesel, Emergency Diesel Generators)
- DC Battery/ UPS System
- Electrical Motors
- Instrumentation loop checking, Startup & Commissioning Services
- Calibration of Instruments



# SOCMA

## 华南重工

Fujian SouthChina Heavy Machinery Manufacture Co., Ltd



E-mail: [overseas@socmachinery.com](mailto:overseas@socmachinery.com)



# SOCMA POWER

LIFT YOUR BUSINESS



# INTRODUCTION

Fujian Southchina Heavy Machinery Manufacture Co. Ltd-SOCMA-was founded in 2011, and locates in Quanzhou Fujian Province. SOCMA is dedicating in the research and manufacturing of material handling equipment and electric construction machinery. SOCMA takes the demand of the clients as its guide, engage in providing high cost-effectiveness products to clients.





## MISSION

Dedicate to provide the most durable, high cost-effectiveness, high return rate material handling equipment and service to customer

## SLOGAN

Lift your business!

## VISION

Promote "SOCMA" to be a well respected international brand

## CORE VALUE

Customer oriented, staff foremost, insist on self criticism and Introspection, SOCMA is always on the way of growing.

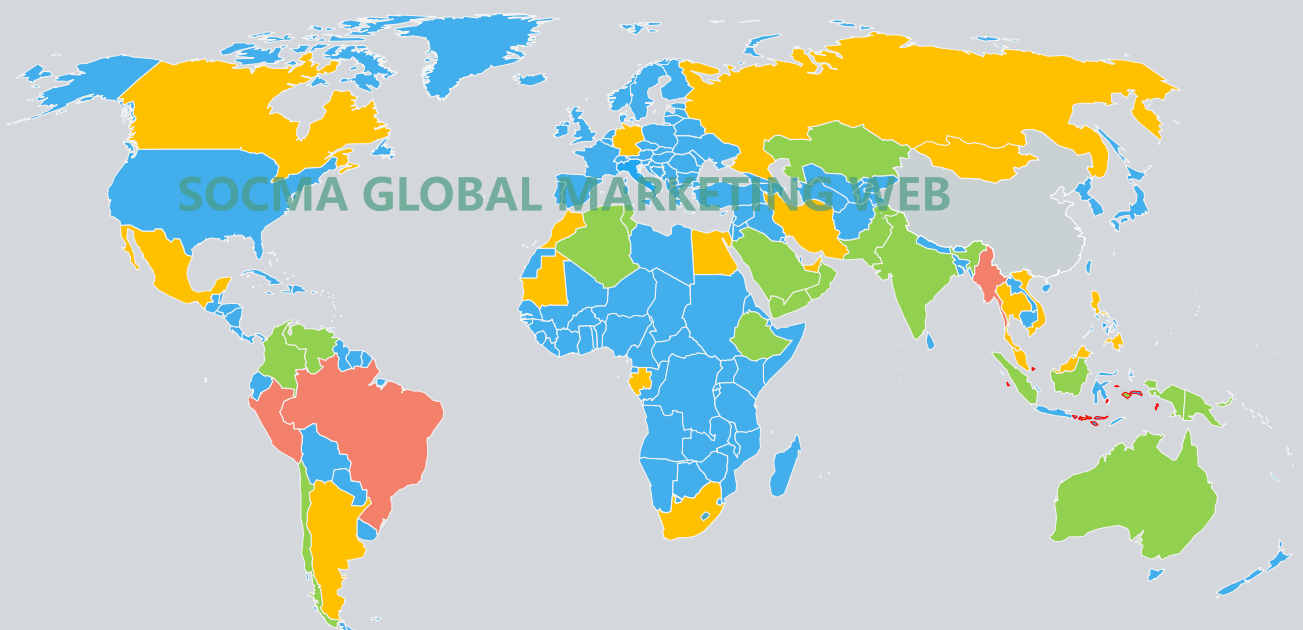
## BRAND CONCEPT

SOCMA POWER



## GLOBALIZATION

SOCMA is a company with globalization view and ambition, its supply chain is global, including key components like engine, transmission and making machines and so on. Furthermore, it has established global marketing web covering main target market. It has established more than 25dealers in all over the world, and sold to more than 40countries.



AUTHORIZED DEALERS



INTENT DEALERS



END USERS

**Forklift to Transport Steel Coils:  
 A GUIDE TO EFFICIENT  
 MATERIAL HANDLING**



**FACILITIES**

SOCMA Industry Park has more than 40000 square meters. In order to provide standard and high-quality product, SOCMA production line equipped with state-of-art modern machineries in sections of cutting welding, painting and testing.



# SOCMA POWER Lift Your Business



## R & D

**SOCMA**  
华南重工

**泉州市工业叉车  
企业工程技术研究中心**  
SOCMA is the R&D center Of  
Quanzhou Government for  
Industrial forklift

泉州市科技局

35



R&D Center



2016

2018



Electric Machinery



NO.1



## QUALITY CONTROL

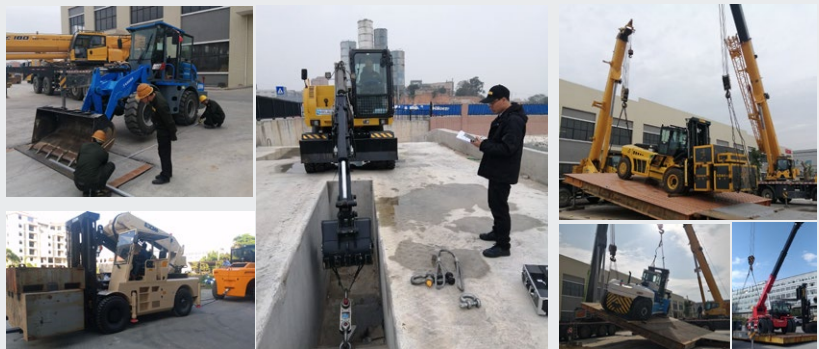
SOCMA got the production license of special equipment issued by State Administration of Market Supervision and Administration of the People's Republic of China. And it is examined and inspected every two years. And also SOCMA would invite authority to do Type Approval test when any new model is developed.



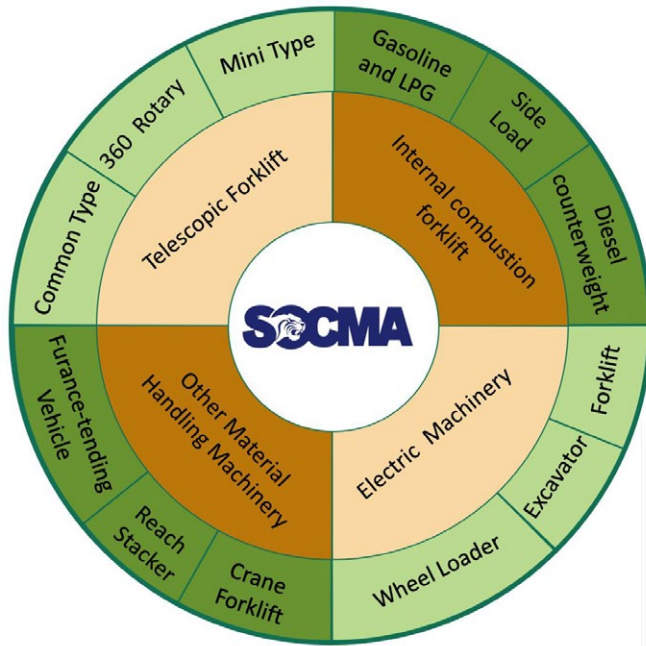
Production License Of Special Equipment



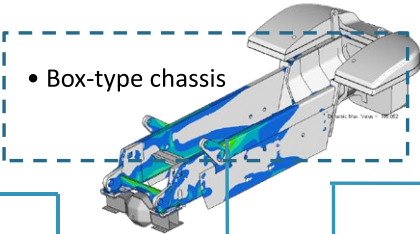
Certificate Of Type Approval Test



# PRODUCT OVERVIEW



## Configuration-HDF



**Engine** Yuchai / Weichai turbo charger engine

Dongfeng Cummins VOLVO engine, Weichai LNG engine for options

Super Quality Steel  
Two stage, Three stage  
and Full Free for optional

**Mast**

**Driving axle** Heavy duty drive axle for forklifts  
Kessler driving axle

pilot control Joystick

**Control system**



Double pump confluence,  
Full hydraulic load sensing steering  
Separate oil radiator back pressure  
protection device  
Gearshift valve with air gear start device

**Hydraulic system**

**Transmission** Hangchi Planetary Transmission

Hangchi Electronic-control Transmission  
Germany ZF transmission,  
Powershift fixed-shaft type hydraulic transmission

## APPLICATION OF HDF



## HNF120-HNF-160S

12ton-small 16ton heavy duty forklift



30%

EMISSION

36%

NOISE-DB

ENVIRONMENTALLY FRIENDLY



30ton forklift with container spreader for stacking 3 layers 20fl container and 2 layers 40fl container



The waterproof grade is up to IP67, which can meet the harsh working conditions such as rainy days, and ensure easy cleaning.



Low cost of using: Electric forklifts fuel consumption are only about 30% of traditional internal combustion forklift.



International standard dual charging interface, can meet fast charging and steady current charging; a variety of charging station specifications are optional.



Using permanent magnet synchronous motors, coupled with multiple motors coordinated control technic, which ensure reasonable load matching, and optimized energy management.



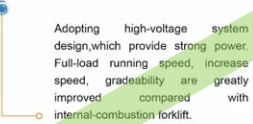
Zero emissions, zero pollution, low noise.



Easy inspection and maintenance. Low maintenance cost.



Adopt large-capacity and high-energy density LFP battery which ensure long working time as more than 8 hours after full charged. The battery can be recharged more than 4000 circles and can be used for more than 8 years.



Adopting high-voltage system design, which provide strong power. Full-load running speed, increase speed, gradeability are greatly improved compared with internal-combustion forklift.



Engine

Yuchai engine  
Dongfeng Cummins engine, Perkins engine

Hydraulic system

- Full hydraulic load sensor steering system
- Double pump interflow working hydraulic system
- Two sets of independent hydraulic system support two different working devices.
- Rotating part of folding crane is controlled by double rotary motor

Transmission

• Zhongnan transmission hydraulic gear box, CVT

HNFC120-450 crane forklift is a kind of compound innovation products which is developed by SOCMA. The related load is 12ton, Max. lifting Moment of folding crane is 45 ton.m, the folding crane can be rotated at 360 degree.



CRANE FORKLIFT



# CASE SHOW



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# OUR VALUABLE CLIENTS





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