



ELA FIELD SHOP GLOBAL FRANCHISE PROGRAM

EMPOWERING LOCAL SUPPLIERS WITH GLOBAL STRENGTH



Introduction to ELA and ELA Field Shop

ELA is a global platform for elevator and lift parts, solutions, and service management SaaS.

Our mission is to connect local elevator service providers with global-standard products, designs, and digital tools.

Through the ELA Franchise Program, local suppliers can become part of a worldwide network, while staying focused on serving their markets with stronger capabilities and brand power.

ELA Field Shop is the local execution arm of the ELA global platform.

Who Qualifies

-  Established supplier or distributor in the elevator/lift industry.
-  Ability to Fabricate simple steel parts such as brackets, door panels and COPs.
-  Ability to maintain local warehouse/stock.
-  Commitment to uphold ELA service standards.
-  Willingness to invest in local promotion and customer service.
-  Master franchisee must install SAP B1 or compatible ERP system.

Why Join as an ELA Franchisee?

Access to Global Products & Solutions

All products, technical designs, and solutions are available through the ELA Portal. No need to develop your own catalogs or designs.

Exclusive Territory Rights

Protect your investment with defined market coverage.

Brand Power

Use the ELA brand to differentiate from small competitors and build trust with customers.

Working Capital Support

Flexible credit terms or consignment stock programs to help you grow without heavy upfront financing.

Technology Advantage

ISPs, contractors, and service providers can order directly through the portal, linking customers, franchisees, and ELA seamlessly.

Training & Marketing

Franchisees receive regular technical training, marketing kits, and sales support to stay competitive

Franchise Models

Pay an Initial franchise fee and a revenue based monthly Royalty fee

Standard Franchise

Stock + distribute products locally, provide customer support, use ELA branding.

Master Franchise

For larger markets, manage sub-distributors or multiple regions under ELA guidelines.

🔄 How It Works

➔ ELA provides

- Product portfolio & technical designs
- Centralized online ordering system
- Training, IT systems (web portal, ERP).
- Technical Support
- Branding, marketing, and training support
- Financing and inventory assistance

➔ Franchisee provides

- Local customer relationship management
- Stocking, fabricating, kitting, logistics, and delivery to customers
- Pre-Sale After-sales support (service, technical help)
- Promotion of ELA solutions in their territory

➔ Customer experience

- Orders through the ELA portal
- Fast, reliable local delivery & support
- Global-standard solutions at local speed

🔄 Revenue Model

- Franchisee earns up to 70% margin on product sales.
- ELA provides wholesale pricing with territory exclusivity.
- Optional service revenue streams (maintenance contracts, modernization projects supported by ELA solutions).

🔄 Next Steps

- Apply to become an ELA Franchise Partner.
- Upon Approval, Review and sign franchise agreement.
- Launch local operations with ELA support.

APPLY NOW



With ELA, you don't compete alone
you become part of a global network
that equips you with products, technology,
and brand power to win in your market.