



HYSTER COMPANY

Americas Division

SUBJECT: 2007 S.W.O.T.S. Analysis

ACCOUNT: *Benjamin Moore*

BACKGROUND:

A subsidiary of Berkshire Hathaway. Operating 7 plants and 22 distribution centers.

STRENGTHS:

- Extensive Hyster Dealer Network
- New warehouse products are competitive with probably incumbents

WEAKNESSES:

- No relationship with Benjamin Moore
- No sales history in the last five years
- No contacts

OPPORTUNITIES:

- Relationship with other Berkshire Hathaway companies that are Hyster national accounts (Johns Manville) might lead to contacts at Benjamin Moore

THREATS:

- No relationship with anyone at Benjamin Moore

STRATEGY

Identify location of DC's and plants, possibly through company website. Ask dealers to call on locations.

Work with John's Manville account manager to find contacts at Benjamin Moore

