



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: GAF Materials

BACKGROUND:

Founded in 1886, GAF Materials Corporation has grown to become North America's largest manufacturer of residential roofing (sold under the GAF-Elk brand) and commercial roofing (sold under the GAF brand).

STRENGTHS:

- Local dealer relationships and visibility provide an opportunity to validate our product and capabilities. Fleet needs focus on class 4 and 5 offerings where we can thrive.

WEAKNESSES:

- Cost sensitive account illustrates the need to focus on solution selling and cost savings business cases to support more expensive or option rich products.

OPPORTUNITIES:

- ITC events will showcase our competitive products and benchmark our strengths....multiple DC locations that use lesser products.

THREATS:

- Individual locations have purchasing authority with no central or corporate structure to secure National Agreements.

