



HYSTER COMPANY

Americas Division

SUBJECT: 2007 SWOTS Analysis

ACCOUNT: Johns Manville- A Berkshire Hathaway Company

BACKGROUND:

The building products division is engaged in the manufacturing and distribution of a range of building materials and related products and services. The products offered by this division include insulation and roofing products, paint and coatings, brick and masonry, and steel connector plates and truss machinery. This division operates through its subsidiaries including Acme Building Brands, Benjamin Moore, Johns Manville and MiTek. Benjamin Moore is engaged in the formulation, manufacturing and retailing of architectural and industrial coatings. Johns Manville is one of the leading manufacturers of insulation and building products.

STRENGTHS:

- New relationship at corporate level. Scott Brown replaced Reg Weber in late 2006.
- Exceptional Hyster dealer support throughout the US.
- Introducing the total cost of ownership solutions to JM Corporate.

WEAKNESSES:

- Only select locations currently have Hyster trucks to demonstrate performance and support.
- Limited trucks forecasted for 2007-2008.

OPPORTUNITIES:

- Demonstrate the Hyster Dealer Difference at all JM locations.
- Invite Scott Brown to CBDC and plant tour.
- Deliver the few trucks ordered this year ahead of schedule.

THREATS:

- Slowdown in US housing market, and construction materials.

STRATEGY:

We are presenting Hyster Fleet Management solutions, as well as, through Heavy Logic for 2007-2008. Propose standard truck specs for JM to reduce delivery times. Educate and encourage Hyster Dealer involvement at all JM locations for Aftermarket support of existing competitive trucks.

