



HYSTER COMPANY

Americas Division

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

ACCOUNT: *Leviton*

BACKGROUND:

Leviton Manufacturing Company is a producer of electrical and electronic products. The company makes switches, plugs, connectors, and integrated networks designed for residential, commercial, and industrial uses. It produces more than 22,000 products.

The company offers its products across varied business units that include: electrical; voice and data; lighting controls; entertainment; home automation; connected home; and energy management.

The voice and data division is based in Bothell, Washington and offers a full system networking infrastructure and specializes in the design, development and production of electrical and telecommunications wiring devices for residential, institutional and commercial markets.

Leviton operates through its five strategic business units (SBUs) as well as its wholly-owned domestic and foreign subsidiaries and affiliated companies. It also owns a subsidiary, American Insulated Wire that manufactures thermoset and thermoplastic electrical wire, cable, cord, and cord sets for utility customers.

Leviton's wiring device division designs, develops, markets and sells the broadest range of wiring device products in the industry. The products offered include basic switches and receptacles, to GFCIs to designer-style Decora and Acenti products.

Leviton integrated networks and controls (LINC) provides latest information, entertainment and control systems to the residential structured cabling and home control products.

Leviton's lighting management system division develops innovative solutions applied to energy management initiatives for large scale and small scale commercial customers. The division's product offering consists of occupancy sensors, lighting control relay systems, dimming systems and controls and the Centura daylight harvesting systems for commercial enterprises. Commercial voice and data division produces next-generation products and manufacturing technologies that facilitates high-speed communications connectivity within reach of every potential commercial end-user.

Leviton's OEM division offers products such as incandescent, HID and fluorescent lampholders; plugs and receptacles; lighting controls and automation products; GFCIs; and surge protective devices to a wide range of manufacturers who integrate these products cost effectively into their own products.





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Leviton manufacturing of Canada, the only company in the Canadian marketplace offers a complete range of products, including switches, receptacles, connectors and lighting controls, as well as transient surge protectors and voice and data communication products.

Leviton China Leviton's operations in China and Hong Kong efficiently extend the company's global reach and add new sources of capacity and manpower to best serve customers around the globe. The company's overseas operations consist of: Leviton Pacific Rim, Hong Kong; Leviton Dongguan; and Leviton Nanjing.

Leviton Mexico is a foreign subsidiary that manufactures a complete line of residential, commercial, industrial, and hospital grade devices. It serves the electrical marketplace and the Mexican ED, retail and OEM markets.

The company's products are sold in North America to distributors, manufacturers and retail outlets such as Home Depot, Sears, and Wal-Mart

STRENGTHS:



WEAKNESSES:

- To my knowledge we do not have a history with this account.

OPPORTUNITIES:

THREATS:

STRATEGY:

We need to introduce Hyster this account and begin developing a relationship to position ourselves as an established vendor for Leviton.

