



HYSTER COMPANY

Americas Division

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

ACCOUNT: *Pro-Build*

BACKGROUND:

Pro-Build is the nation's largest supplier of building materials to professional builders, contractors and project oriented consumers. Through a family of prominent regional brands they operate:

- 500 locations in 40 states
- 400+ lumberyards
- 40+ truss plants
- 30+ millwork shops
- 10+ wall panel plants
- 60+ installed sales markets

Their collective strength combines unmatched national market coverage (40 states and counting) with local focus, benefiting both multi-regional production builders, local builders and contractors. The 17,000 employees know that while superior customer service begins at each local yard, Pro-Build's unparalleled resources extend our service advantage through supply chain efficiencies, technology enhancements, and product diversification.

By year-end 2005, Strober had become the sixth largest professional building materials dealer in the United States, with 91 locations in 15 states. Seizing on the opportunity to continue its expansion and provide unprecedented national coverage for the country's largest builders, Fidelity formed Pro-Build to create the largest nationwide provider of professional building materials. The growth opportunity was soon fulfilled with the acquisition of Lanoga, the nation's third largest professional building materials dealer with more than 320 lumber and building product distribution, manufacturing and assembly centers throughout 24 midwestern and western states. Following the Lanoga acquisition, Pro-Build completed the acquisition of Hope Lumber and Supply, the 8th largest professional building supply dealer in the United States with over 50 locations across 9 southeastern and south central states.

STRENGTHS:

- We have sold and delivered trucks into the account as recently as 2004.

WEAKNESSES:

- Currently using Toyota and Mitsubishi





HYSTER COMPANY

Americas Division

OPPORTUNITIES:

➤ We have worked with them in the past, so we do have some history. We need to get back in front of this account to reestablish ourselves as a vendor.

THREATS:

➤ We will be selling against Toyota and Mitsubishi to get in to this account.

STRATEGY:

We are working in getting into HQ to get on the list of preferred vendors. At this point, we need to start establishing relationships at all levels. Take advantage of any opportunity to get in front of this account especially if we are able to demo our truck

