



HYSTER COMPANY

Americas Division

2009 SWOTS

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:

- Limited success with Johns Manville - Waterville, OH with strong dealer support
- Additional dealerships supporting local JM plants through strong service support

WEAKNESSES:

- No clear commitment from a Corporate Champion
- Limited trucks forecasted for replacement in 2009. (Due to economic climate)
- Historically JM has demonstrated a Yale preference

OPPORTUNITIES:

- Demonstrate the Hyster Dealer Difference at all JM locations.
- Enhance Corporate relationship and develop a Corporate Champion
- Improve on time delivery performance on trucks ordered

THREATS:

- Slowdown in US housing market, and construction materials.
- Battling for the limited market share from the incumbent

STRATEGY:

- Present Hyster Fleet Management solutions.
- 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.

