



**The Safe Choice**

## **HYSTER COMPANY**

*Americas Division*

### **2009 SWOTS**

## **Account:**    **Oldcastle / Allied Building Products**

### **BACKGROUND:**

Oldcastle, Inc. is a subsidiary of CRH based in Ireland and is engaged in the manufacturing, distribution and retail sales of concrete products, and various building products. They operate over 900 facilities in the US, Canada and other countries. Oldcastle operates four separate business units: Oldcastle Precast, Allied Building Products, Oldcastle Architectural, and Merchant Metals, Inc. Oldcastle is in an aggressive acquisition mode despite the soft economy of 2008.

### **STRENGTHS:**

- Strong Corporate relationships based on recent Oldcastle RFP participation
- Dealer support throughout the US
- Hyster brand and performance is well respected by existing Allied plants

### **WEAKNESSES:**

- Perceived inconsistency with dealer support
  - Unresolved service issues are brought to Allied Corporate Purchasing level by local plants when Hyster dealer is not engaged with local plant toward quick resolution.

### **OPPORTUNITIES:**

- Demonstrate TCO
  - Offer Fleet Maintenance capabilities through FleetSmart and local Hyster dealer maintenance programs.
  - Demonstrate our Productivity and Dependability advantages over Toyota and other competitors.
- Presenting cost savings solutions through telemetry, and other Hyster Aftermarket programs.

### **THREATS:**

- Perceived slow service response time on Oldcastle service issues can cost us new truck orders.
- Capital budget constraints may require redistribution of lift trucks as Oldcastle acquires new businesses.

### **STRATEGY:**

- Offering and demonstrating “Value Added” programs to reduce the Total Cost of Ownership for Oldcastle Corporate.
- Introduce our Hyster Aftermarket programs and superior dealership capabilities in the US.
- Encourage Hyster Dealers participation at all Oldcastle locations providing exceptional dealer support versus Toyota and other competitors.

