



HYSTER COMPANY

Americas Division

2009 SWOT

Account: Pro-Build

BACKGROUND:

Pro-Build is the nation's largest supplier of building materials to professional builders, contractors and project oriented consumers. Through our family of prominent regional brands we own and operate the following companies.

The Contractor Yard

Headquartered in Charlotte, North Carolina, the Contractor Yard has 41 retail locations operating in 9 states, primarily in the southeastern United States.

Dixieline Lumber Company

Founded in 1913, Dixieline has a long history of service to the southern California market. The company operates three large lumber distribution centers with truss and component manufacturing and 11 retail locations in addition to a number of showroom and design centers.

F.E. Wheaton

F.E. Wheaton has been serving builders in northern Illinois since 1892. The company operates a manufacturing and distribution facility in addition to three showrooms that offer the full scope of professional building materials.

Home Lumber Company

Home Lumber Company has served the Colorado professional builder market since 1954. In addition to six lumberyards, Home Lumber has two manufactured components facilities, four full service pre-hung door and millwork facilities, and provides installation services.

Hope Lumber and Supply

Hope Lumber was founded during the oil boom era of the early 1900's. Since the early 1980's, Hope has focused exclusively on providing the professional builder with quality building materials on an on-time, accurate and complete basis. Based in Tulsa, Oklahoma, Hope currently operates 49 locations comprised of lumberyards, truss plants millwork shops and window locations in six states (OK, TX, NM, AL, GA, FL).

Lumbermens

Lumbermen's was founded in 1895 and today spans five western states from Washington to Arizona. Headquartered in Lacey, Washington, the company operates 60 lumberyards, 15 truss and door manufacturing facilities as well as installed services operations.





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Spenard Builders Supply

If you live in The Last Frontier, Spenard's got you covered. With 18 lumberyards, five distribution centers, five specialty services operations, and a number of manufactured components and millwork facilities, Spenard is the market leader in Alaska.

Strober Building Supply

Strober was founded in 1912 and today has 58 locations in seven states. Based in Brooklyn, New York, its facilities run along the eastern seaboard from Connecticut to Virginia and west to Pennsylvania.

United Building Centers

With roots dating back to 1855, United today stretches across the country's mid-section through 18 Midwest and Rocky mountain states. Facilities include 181 lumberyards, eight distribution centers, and 33 manufacturing plants and millwork shops.

US Components

US Components is a manufacturing facility with a focus on roof, floor, and wall trusses. The company operates six manufacturing plants in Pennsylvania and New Jersey with headquarters in Moorestown, New Jersey.

Our collective strength combines unmatched national market coverage (40 states and counting) with local focus, benefiting both multi-regional production builders, local builders and contractors. Our 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 enhancement

STRENGTHS:

- We have sold and delivered trucks 311 since 2004
- Hyster Company along with our Dealer Network can meet all Pro Build's requirements on a National Fleet Agreement.
- Application suite our full product line

WEAKNESSES:

- Currently using Toyota, Mitsubishi, Cat
- Currently do not have a strong relationship at Corporate





The Safe Choice

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OPPORTUNITIES:

- We have success with our Dealer Network with many of Pro Build companies
- Deliver 100 plus units a year
- Provide fleet management program

THREATS:

- Some Pro Build locations have strong relations with competition

STRATEGY:

- Work with corporate office in Denver Co to establish a National Account agreement. Staying in touch with Corporate.
- Pro Build is interested in becoming a official National Account Customer, due to economy reasons this has been delayed

