



HYSTER COMPANY

Americas Division

2009 SWOTS

Account: Universal Forest Products

BACKGROUND:

Universal Forest Products is the nation's leading manufacturer and distributor of wood and wood-alternative products to retail/dealer, site-built construction, manufactured housing and industrial markets.

UFP manufactures and engineers:

- Wood and wood-alternative products for do-it-yourself retail home centers.
- Structural lumber products for the manufactured housing industry.
- Engineered wood components for the site-built construction market.
- Specialty wood packaging for various industries.

The company also provides framing services for the site-built market and forms for concrete.

STRENGTHS:

- Strong relationships at UFP Corporate office.
- Dealer support of UFP local facilities.
- Hyster is one of two primary Suppliers for UFP

WEAKNESSES:

- Wood Products business climate and recent Banks Lumber acquisition has forced lift truck redistribution instead of new Leases.
- Linde has targeted key locations by providing extended demo units and using a perceived fuel economy advantage over our Productivity advantage with Hyster diesel units.

OPPORTUNITIES:

- New 3.3 Liter Turbo Diesel engine compares well to the Linde fuel economy of their 1.9Liter VW engine.
- Presenting RFID solutions, and other various Hyster Aftermarket programs.





HYSTER COMPANY

Americas Division

- Provide regional Operator Training sessions for UFP plants.

THREATS:

- Limited opportunities in 2009 due to slower economic conditions.

STRATEGY:

- Provide UFP locations with the training opportunities requested by Bob Coleman, UFP – VP Engineering.
- Pursue “Value Added” programs like telemetry and Full Maintenance proposals for 2008-2009.
- Introduce our Aftermarket programs and capabilities in the southeast for Wood Products support. Encourage Hyster Dealers involvement at all UFP locations providing exceptional dealer support.

