



The Safe Choice

HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Saint-Gobain Corporation

BACKGROUND:

Saint-Gobain Corporation, based in Valley Forge, Pennsylvania, is the holding company for the U.S. and Canadian-based operations of the global Saint-Gobain Group. They operate under the following company names:

- CertainTeed (Valley Forge, Pennsylvania)
- Norandex Building Materials Distribution (Macedonia, Ohio)
- Saint-Gobain Crystals (Hiram, Ohio)
- Saint-Gobain Containers (Muncie, Indiana)
- Saint-Gobain Ceramics & Plastics (Louisville, Kentucky)
- Saint-Gobain Technical Fabrics (Grand Island, New York)
- Saint-Gobain Vetrotex (Wichita Falls, Texas)
- Saint-Gobain Abrasives (Worcester, Massachusetts)

Today, the preferred vendors are Cat and Toyota. Hyster dealers continue to maintain business relationships at a number of installed locations. We continue to quote and close business with the approval of corporate with the assistance of the local plants. The current agreement is due to expire in 2009.

STRENGTHS:

- Some existing relationships and product excellence in robust applications have several facilities buying Hyster while Toyota and Cat are the contract holders.
- Supported by strong National Account relationships in both the CertainTeed and Paper segments of the business we have good customer visibility.

WEAKNESSES:

- Cat & Toyota maintain the preferred status under the current national account agreement.
- Approval process for defined opportunities will require additional plant/local support in sign-off from HQ. Cat & Toyota receive automatic approval in the procurement process.

OPPORTUNITIES:

- Hyster Fortis product is packed with features that will be advantageous when selling against Toyota and Cat in this caustic environment.
 - Wet disc brakes – promote benefit for cost of repairs and down-time. Cat does not offer.
 - Single brake/inching pedal. Cat does not offer and it promotes a more positive user experience.
 - MLM's. Cat does not offer this option and it targets the operator experience.
- ITC events





The Safe Choice

HYSTER COMPANY

Americas Division

THREATS:

- Toyota's market penetration with low cost attractive equipment.
- Linde continues to provide product pressures and has secured pneumatic products.
- Contract extension in 2009 with existing preferred vendors.

STRATEGY:

We need to maintain an active presence at all of the locations that currently have an installed base of Hyster trucks. These locations will prove to be the best source of success when trying to buy outside of the current agreement. Many plants continued to work with Hyster and afford us positive visibility. As the existing agreement is reviewed, our current visibility will help aid us in achieving awareness. Dealer relationships and local efforts are the cornerstone of all opportunities.

Weblinks:

Company: <http://www.saint-gobain-corporation.com/index.html>

