



HYSTER COMPANY

Americas Division

SUBJECT: 2007 S.W.O.T.S. Analysis

ACCOUNT: United States Gypsum

STRENGTHS:

- Strong corporate relationships
- Although we have some regional difficulties, we still have the strongest dealer network in the industry, and these dealers are quite supportive of the account.
- Product Line

WEAKNESSES:

- Plant Level Relationship
 - o With a few exceptions, I do not feel that Hyster enjoys a strong personal relationship at the local plant level. Although Corporate does all the purchasing and does limit the number of vendors, the plant will dictate who they buy from.

OPPORTUNITIES:

- Fortis
 - o Like most companies, USG struggles with their operating cost. With the housing industry down, pressure is up to reduce cost. Our Fortis Family of products offers them the best opportunity to do just that.
 - o New plants coming on line in the next 24-months
 - Washingtonville, PA
 - Stockton, CA
 - Crystal River, FL

THREATS:

- Equipment Pricing
 - o Although, Hyster is the primary forklift supplier, USG still buys from Cat, Toyota and Yale. For the first time in our long standing relationship, pricing has become a dominate subject matter. It has slowed the ordering process and in marginal Hyster areas, it has provided more quoting competition and lost orders.

STRATEGY:

I've invited Frank Sikora to our "invitation to Compare", which he will be attending as well as a Berea or Greenville visit. The more Frank knows about our company and products the more he pushes business our way. This will be in combination to my effort to get out and visit many of their sites.

