



HYSTER COMPANY

Americas Division

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

ACCOUNT: RR Donnelley and Sons

BACKGROUND:

RR Donnelley is the world's premier full-service provider of print and related services, including document-based business process outsourcing.

STRENGTHS:

- Good relationship with corporate.
- Hyster products

WEAKNESSES:

- Weak relationship at the dealership levels.
- RR Donnelley's inability to replace their aged fleet.
- RRD buys solely on price. In those cases, CAT and Yale get the business.

OPPORTUNITIES:

- The Fortis product and AC electric product.

THREATS:

- Missing out on business because of lack of presence at the local level.

STRATEGY:

Continue to work with corporate and demonstrate our value-added approach. Be a cost saving supplier to RRD. Need to develop a cost saving approach to RRD.

