



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Associated Wholesale Growers (AWG)

BACKGROUND:

AWG is the nation's oldest and second largest retailer owned grocery wholesaler in the United States serving over 1,900 stores in a 21 state area. AWG supplies customers from seven modern and efficient distribution centers, totaling more than 5 million square feet. In 2005, AWG achieved record sales of \$4.9 billion. It is however, AWG's support services which allow our members the best opportunity to win at retail.

Store Concepts

AWG's years of serving retail grocers along with extensive research has enabled us to bring you exciting and highly successful store concepts. These concepts are specifically designed for the metro, urban and rural markets with an emphasis on price, service and freshness. AWG has a concept that is right for your market.

STRENGTHS:

- We have sold the AWG facility in Springfield, MO 38 – Total Units. (8 – E35HSD's, 8 – N35ZDR's, 18 – C80Z's – 96", and C80Z's – 48"). (February 14, 2008)
- Flew both Keith Taylor and Brad March to Greenville Manufacturing for a tour and meetings with key Hyster individuals. (April 22nd and 23rd 2008)
- Completed an AWG – ITC Event on October 8th, 2008
- David Dunn has included Hyster into his 2009 RFQ.

WEAKNESSES:

- Hyster is building on our Class II success but we are up against Crown and Raymond strongholds
- Dealer Service and Parts in support of the local facilities

OPPORTUNITIES:

- 2009 RFQ – 189 Units
- Big parts user and the Customer Portal will be very important to AWG.
- AWG feels that the hourly operation of the Crowns is too high and is looking for alternative supplier. They are showing an operating cost of .48 cents per hour on 2005 Nacco Product. The next closest is Crown at \$1.35 per hour, followed by Raymond at \$2.25 per hour
- Keep the issue of alternative fuels out in front of AWG contacts. Bring them a solution for an alternative fuel source to replace battery and charger technology for the long-term





The Safe Choice

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THREATS:

- Crown and Raymond will start to buckle down in the AWG facilities that they currently reside in (lock down the borders).
- Internal AWG individuals that are sold on their current solution. We must promote the Cost of Operation successes at other facilities vs. Crown and Raymond

STRATEGY:

- Make sure that initial order goes in smoothly and respond very quickly to questions and concerns once the equipment is in place. Utilize Keith's credibility within AWG to assist in us penetrating other AWG facilities. Work along with Keith to monitor his numbers for the first year of operation. Keep in close communication with key contacts on all key activities that affect their business
- Continue to build our relationship with David Dunn

