



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Abbott Labs

BACKGROUND:

Abbott Laboratories is involved in research and global health care. They have a 100 year history, and employ about 65,000 people worldwide. They have 12 US locations and 5 Canadian locations. They also have facilities in 30 other countries. They are headquartered on a campus type setting in Abbott Park, Illinois. One of our dealers, MH Equipment, has a division of Abbott as a dealer managed national account.

STRENGTHS:

- We have the full product line to support all their needs.

WEAKNESSES:

- It is very difficult to make contact with Abbott Labs. They have a supplier link on their website but it takes you to a manual that you must agree to before you can complete an application to be a supplier. We cannot agree without discussion.

OPPORTUNITIES:

- I need to get good contact information and have a discussion before I'll know what opportunities are available.

THREATS:

- I need to get good contact information and have a discussion before I'll know what threats are involved.

STRATEGY:

- I am contacting dealers and checking other sources for a corporate contact name and number to finally make some inroads with this target account. I will use that information to offer our full line of products as well as service, parts and fleet management possibilities. Q1
- I will visit local facilities with dealers to raise awareness of Hyster and its products. Q1 – Q4 Goal 2 visits per quarter
- I will offer demos at the local level. Q1 – Q4 Goal to have demos in conjunction with local visits using our new electric product as a catalyst

