



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Advance Auto Parts

BACKGROUND:

Advance Auto Parts is a leading specialty retailer of automotive parts, accessories and maintenance items. Advance Auto primarily operates within the US automotive aftermarket industry, which includes replacement parts (excluding tires); accessories; maintenance items; batteries; and automotive chemicals for cars and light trucks.

STRENGTHS:

- They have an interest in our AC products

WEAKNESSES:

- Little relationship with corporate
- Purchases driven by corporate contact with little direction from the DC
- Strong Crown customer

OPPORTUNITIES:

- Demonstrating our AC technology advances

THREATS:

- Crown is currently the “chosen”

STRATEGY:

- Demonstrate the trucks capabilities to the customer. Continue to work together in order to establish credibility with Hyster Company.

