



HYSTER COMPANY

Americas Division

SUBJECT: 2007 S.W.O.T. 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.
- Strong Crown customer.

OPPORTUNITIES:

- Just received our first opportunity to quote new trucks for a DC.
- Demonstrating our AC technology advances.

THREATS:

- Being new to the warehouse business, we need to develop a strong value-added philosophy to them.

STRATEGY:

Demonstrate the trucks capabilities to the customer. Continue to work to establish credibility with Hyster Company.

