



HYSTER COMPANY

Americas Division

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

ACCOUNT: ALL STAR ASSOCIATION

STRENGTHS:

- Hyster is one of the designated lift truck suppliers the All Star Association (formerly known as the All Star Dairy Association). The All Star Association presents Hyster to its membership as a preferred lift truck supplier with preferred pricing.
- Hyster gets visibility to 190 dairy related and vending facilities via conventions, mailers and direct contacts through the Association.

WEAKNESSES:

- The All Star Association has had its greatest success on vehicle with delivery truck and over the road truck parts with its membership not forklifts.
- Forklifts get caught in the clutter of all the other offerings by the Association.
- All Star Association members don't always identify to the Hyster dealers that they are going to get equipment quotes from the All Star national account when going out for bid.

OPPORTUNITIES:

- The All Star Association can be an entrée for the Hyster dealer into a competitive account due to the Hyster National Account status. The All Star Association members have involved Hyster on deals where Hyster had no prior local input.

THREATS:

- There are four (4) approved vendors for lift trucks through the All Star Association. Toyota, Cat, and Crown are the other approved vendors.

STRATEGY:

- Provide brochures and specials for the monthly All Star Association membership mailing. All Star has agreed to including Hyster brochures once per quarter.
- Better distribute the All Star membership list to the Hyster dealer groups so that they can promote this relationship as an entrée to accounts that they don't currently service.

