HYSTER
The Safe Choice

HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: *Amcor Sunclipse North America*

National Account Manager: Bryan Zettle – 858-720-1883

COMPANY OVERVIEW:

Amcor Sunclipse is composed of manufacturing and distribution operations delivering quality packaging products across the United States and Mexico. Our core business focuses on corrugated carton manufacturing and distribution. In addition, we sell a range of other packaging supplies, janitorial products, and promotional items. Amcor Sunclipse serves a broad range of industries including agriculture, technology, food & beverage, pharmaceutical and automotive.

One Stop Shop

Complementing our distribution and manufacturing businesses, we focus heavily on customer service and value added services. These combine to make Amcor Sunclipse the one stop shop for packaging operations across North America.

FLEET MAKEUP:

- Amcor Sunclipse has 31 locations throughout North America
- Current fleet size is 400+ units
- Manufacturing primary suppliers – Hyster, Toyota, Nissan, and Yale
- Distribution Centers primary suppliers – Raymond and Crown

STRENGTHS:

- Corporate Headquarters is located in Buena Park, CA. We have a history of good cooperation with the corporate office.
- Amcor Sunclipse manufacturing facilities have experience with Hyster product and seem relatively happy with it.
- Johnson Lift has a good track record with CorruCraft, a local division of Amcor Sunclipse. They like the Hyster product and feel that it is the right equipment for their environment.
- Corporate buyer thinks that Hyster has a lot to offer and thinks that the IC product is the right fit for their manufacturing needs. He also feels that some of the options might be necessary for their environment.

WEAKNESSES:

- Customer has numerous suppliers which offer tremendous leasing rates that we have not been able to compete with effectively.
- Distribution Centers are primarily Raymond and Crown and they are not aware of our extensive product offering.
- Total Maintenance and Repair packages in other territories have been “three times” the price of Raymond and Crown in their DCs.

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OPPORTUNITIES:

- Amcor is not entirely aware of our new reach truck other than a few brochures that they have acquired through the years.
- The Total Maintenance and Repair pricing that he has reviewed is only at a few locations and we have not worked with other dealers to modify their rates.
- They are not happy with their Nissans in a couple of their locations and feel that they don't meet their demand requirements.
- Amcor does not like our current Hyster Capital Master Lease Agreement language.

THREATS:

- Numerous competitors, especially Toyota, have been calling on this account. Toyota currently has agreements in place with other Amcor companies and they are currently looking at their pricing.
- The overpriced Total Maintenance and Repair programs that exist and the past quotes open the door to competition. They made mention that they feel that they are paying too much monthly on a Hyster that is supposed to be more durable
- We need to become better informed on our narrow aisle competitors because it will be difficult to break the distribution centers.

STRATEGY:

Continue to work with Scott on an overall Fleet Management program. Key factors that will help grow this relationship are as follows:

1. Hyster Capital reintroduction with Amcor key corporate contacts – completion 4Q 2008
2. CBDC visit – completion 1Q 2009
3. Introduce overall Fleet Management Concept along with possible web portal – completion 4Q 2008
4. Participate in a Distribution Center or Manufacturing meeting to discuss our offerings – 3Q 2009

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