



HYSTER COMPANY

Americas Division

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

ACCOUNT: American Greetings

BACKGROUND:

American Greetings is the world's largest publicly owned greeting card and associated products company. Greeting card brands include American Greetings, Carlton Cards and Gibson. They also produce gift wrap and party ware, along with DateWorks calendars and display fixtures. They are big in the electronic greeting card market. They employ about 18,000 people worldwide. In 2007 they had sales of approximately \$1.8 billion.

Hyster Company and Raymond are the two recognized forklift suppliers for Lear. Raymond has been a supplier for many years. American Greetings has many warehouse type operations. While each plant has autonomy to choose one of the two, the corporate office is very impressed with our AC reach truck.

STRENGTHS:

- We have a product line that has impressed them.
- We have excellent dealer coverage.
- We have a good rapport with the purchasing group.

WEAKNESSES:

- We have been doing plant surveys and fleet analyses. This is taking a long time, and is holding up order potential.
- Reach truck lead times may be an issue when orders start.

OPPORTUNITIES:

- We have a real opportunity to unseat Raymond in American Greeting plants. They are very interested in every aspect of service from us – they want to hear about leasing and fleet management as well as our recommendations on equipment replacement. They have very, very old equipment – the surveys have been like museum visits

THREATS:

- Raymond will make a big push to retain this business

STRATEGY:

The meeting with corporate in April was pivotal. I brought Fleet Services and Hyster Capital to the meeting. American Greetings knows that they need to replace their old equipment – they will be making a decision whether to buy or lease. One of their plants in Forest City, NC has experienced great cost savings with Hyster equipment and the dealer doing maintenance. I'll be talking with our dealer to get details of the program there.

