



The Safe Choice

HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Anheuser-Busch Brewers and Distributors

STRENGTHS:

- Hyster is an approved vendor along with Toyota, Yale and Cat
- Six of the 12 Brewery locations have Hyster product and have performed well.
- When we are in on the quoting process for the distributors (760), 8 of 10 times, we receive the order.
- Hyster has product to compete against Toyota
- Distributors receive the same level pricing as the breweries

WEAKNESSES:

- Awareness of Hyster products with the distributors
- Awareness of new features on Hyster products within the Breweries
- Scheduled calls to the breweries for follow up on delivered product
- Scheduled calls to the brewery locations where we are not doing business
- Delivery expectations to be within 30 days on jacks and 60 days on 4 wheel sit down
- Too many delays in manufacturing

OPPORTUNITIES:

- Leverage references with breweries and distributors where we are currently doing business with those locations we are not doing business
- New purchasing personnel with new thinking – Get to know their buying habits, expectations, dislikes and opportunity to create awareness of Hyster products and services
- Sell against Toyota and Cat by showing examples of where Hyster 4 wheel electric product has been the lowest cost of ownership
- Excel with the distributors – They purchase locally with national account pricing

THREATS:

- Toyota is gaining awareness with the distributors and breweries
- Long lead times will move more business to Toyota

STRATEGY:

- Encourage Hyster dealers to call on Breweries and distributors for quote opportunities – feedback to National Accounts
- Stocking program for pallet jacks for availability within 30 days
- Call on corporate buyers every other month to create awareness on products, status reports and what we have done for them lately
- Send out product flyer to all distributors on mail list

