



HYSTER COMPANY

Americas Division

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

ACCOUNT: *Averitt Express*

BACKGROUND:

Averitt Express provides less-than-truckload (LTL) freight transportation service. (LTL carriers combine freight from multiple shippers into a single trailer.) The company operates a fleet of about 4,000 tractors and 11,250 trailers from a network of some 80 terminals. Averitt Express directly serves the southern US and selected major cities outside the region, and it provides service elsewhere in North America through partnerships with other carriers. The company also offers truckload and expedited freight transportation, along with logistics, warehousing, and international freight forwarding. CEO Gary Sasser owns Averitt Express, which was founded by Thurman Averitt as Livingston Merchants Co-op in 1958.

Averitt Express has broadened its geographic reach and its mix of services in response to the increase in imports to the US. The company has focused on Southern California, where it deploys equipment in order to meet freight as it comes out of major ports, and the industrial Midwest (Chicago, Cleveland, St. Louis).

STRENGTHS:



WEAKNESSES:

- Currently running Toyota
- Not currently aware of any locations that Hyster is currently working with

OPPORTUNITIES:

- Hyster should push to become an option as a vendor and begin building relationships

THREATS:

- Hyster will have to sell itself into a strong partnership with Toyota

STRATEGY:

We should begin introducing ourselves at all locations. We need to develop some interest in all levels and locations to break in to this account. National Accounts will be focusing on the headquarters to uncover additional information and opportunities.

