



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: BI-LO Brunos

BACKGROUND:

BI-LO is a supermarket chain headquartered in Mauldin, SC. It operates stores in GA, SC, NC, and TN. *Supermarket News* ranked BI-LO/Bruno's No. 34 in the 2007 "Top 75 North American Food Retailers" based on 2006 fiscal year estimated sales of \$3.6 billion. As of December 2007, BI-LO operates 222 supermarkets, and employs approximately 17,000 people. The company filed for chapter 11 bankruptcy protection on 3/24/09.

STRENGTHS:

- Stronger offerings in class II and III product allow for improved visibility in distribution operations.

WEAKNESSES:

- Existing competitive relationships supported by long term successes. Each varied location has independent purchasing authority and overall they use a mixed fleet.

OPPORTUNITIES:

- ITC events illustrate the potential to improve (reduce) operational costs and support our improved market position. Local dealer relationships will prove to provide the edge for any given deal.

THREATS:

- Location acquisition allows for fragmented support of corporate policies and the company is in a cash poor position with a poor credit rating.

