HYSTER COMPANY

Americas Division

SUBJECT: 2007 SWOTS Analysis

ACCOUNT: BALL CORPORATION

BACKGROUND:
Ball Corporation is a major supplier of plastic containers and aluminum and steel cans primarily for the beverage industry. Steel cans are used for the food division. Ball has grown in the container business and has been steady in aerospace. Ball has recently expanded by buying facilities from US Can and National Can.

STRENGTHS:
Strengths include the volume of units in the Ball system. Hyster has been the dominant supplier of electric fork lifts and Toyota has been dominant with LP product. Good thing is that we have been replacing LP units with electric units. Food division is motivated to change to electric when possible.

WEAKNESSES:
Weaknesses include some locations that have dealer support issues. Some product issues, but not numerous. With a change in management at first of year, additional competitors have been brought into the fray which may dilute future business. Our champion retired and the successor is going to do things a bit differently just to be different.

OPPORTUNITIES:
Opportunities include the expansion of Ball's base. We have already sold units to two of the new plants with quotes open on two more new sights. And we now have a demo unit dedicated to Ball.

THREATS:
Threats include the inclusion of more competitors. The choice used to be Hyster or Toyota. Now, there has been activity from Cat and Crown.

STRATEGY:
Strategy is to stay close to the new management. I have suggested an issue resolution follow up form which seemed to be well received. And, to establish contact with the newly acquired locations to build relationships. Ball is also opening up discussion for leasing sources and I have mentioned Hyster Capital. We are OK as long as GE is not seen or mentioned. Bad blood from past dealings with cars and other machinery. Some discussion of fleet management caught some interest, so we will pursue that avenue.

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