



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Bridgestone / Firestone

STRENGTHS:

- Manufacturing of tires is the largest part of the business. Also recognized for producing a variety of quality products including building and industrial materials, synthetic polymers, natural and synthetic rubber. Hyster has been providing material handling solutions for many years to this type of company and is a leader in the Material Handling Industry.

WEAKNESSES:

- Decentralized Purchasing
- Although Hyster products meet or exceed many of our competitor's productivity and cost of operations our lack of market share and presence will have to be addressed and overcome.

OPPORTUNITIES:

- Many user locations in different business segments
- 14 manufacturing facilities 15 distribution centers in US

THREATS:

- Resistance to change current suppliers
- Hyster has had little or no business in the past

STRATEGY:

- Sales call at Nashville headquarters 1st quarter 2009
- Identify what manufacturer has their business and why
- Sales calls at manufacturing plants and distribution centers to build awareness and understand needs

