



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Bristol Myers Squibb

STRENGTHS:

- Headquartered in New York, New York Bristol-Myers Squibb is a global company whose mission is to extend and enhance human life. Mead Johnson Nutritional is a major division headquartered in Evansville, Indiana. Pharmaceutical and nutritional research and manufacturing is the main focus of the company.

WEAKNESSES:

- Low Hyster Installed Base
- No established contacts at corporate or user locations needed to pursue short and long term business opportunities.

OPPORTUNITIES:

- Present Hyster Brand and Dealer capabilities to meet and exceed user location expectations.

THREATS:

- 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

STRATEGY:

- Sales calls at corporate and user locations to establish relationships and build awareness of Hyster products and dealer capabilities.

