



HYSTER COMPANY

Americas Division

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

ACCOUNT: *British Airways*

STRENGTHS:

- Hyster is recognized as a quality vendor and asked to participate in RFQ.

WEAKNESSES:

- Airline industry continues to be weak with few capital projects involving Ground Support Equipment and especially forklifts approved.
- British Airways collects information for purchases in the U.S., but the decisions are made in the U.K.

OPPORTUNITIES:

- Continued high cost of daily maintenance and downtime should eventually signal the need for a purchase of new equipment.

THREATS:

- Main dealer contact at British Airways HQ at JFK in NYC is no longer with the Hyster dealership.
- Forklifts seem to be low on the priority of problems that need to be addressed.

STRATEGY:

- Work with Viccaro Equipment to reestablish ties at JFK.

