



The Safe Choice

HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Brunswick Corporation

ACCOUNT PROFILE:

Headquartered in Lake Forest, Ill., Brunswick Corporation endeavors to instill "Genuine Ingenuity"™ in all its leading consumer brands, including Mercury and Mariner outboard engines; Mercury MerCruiser sterndrives and inboard engines; MotorGuide trolling motors; Teignbridge propellers; Albemarle, Arvor, Bayliner, Bermuda, Boston Whaler, Cabo Yachts, Crestliner, Cypress Cay, Harris, Hatteras, Kayot, Lowe, Lund, Maxum, Meridian, Örnvik, Princecraft, Quicksilver, Rayglass, Sea Ray, Sealine, Triton, Trophy, Uttern and Valiant boats; Attwood marine parts and accessories; Land 'N' Sea, Kellogg Marine, Diversified Marine and Benrock parts and accessories distributors; IDS dealer management systems; Life Fitness, Hammer Strength and ParaBody fitness equipment; Brunswick bowling centers, equipment and consumer products; Brunswick billiards tables; and Dynamo, Tornado and Valley pool tables, Air Hockey and foosball tables.

Brunswick Profile:

Total sales: (Most recent available) 2007 net sales were \$5.7 billion, operating earnings from continuing operations were \$107.2 million, and net earnings from continuing operations were \$79.6 million.

Geographic reach: Brunswick's products are sold throughout North America, the United Kingdom, South America, Europe, Asia and Australia.

Employees: Brunswick Corporation employs more than 23,000 people worldwide.

STRENGTHS:

- Hyster Company has the product line to fulfill Brunswick's material handling requirements
- Hyster Company's UNISOURCE™ Parts Program
- Hyster dealer service support

WEAKNESSES:

- Little or no installed base within Brunswick





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OPPORTUNITIES:

- Warehouse ITC Events.
- UNISOURCE Parts Program
- Possible Brunswick RFP for Lift trucks

THREATS:

- New account – need to find out who's the Brunswick corporate champion
- Yale and Caterpillar are primary suppliers
- Slow down in economy has closed some of their boat manufacturing plants

STRATEGY:

- Find Brunswick Corporate contact
- Invite Brunswick contact to Chicago 2009 Pro-Mat Show

