



The Safe Choice

HYSTER COMPANY

Americas Division

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

ACCOUNT: CH Robinson

STRENGTHS:

New class II & III Hyster products support a strong class IV and I offering for this 3PL.

WEAKNESSES:

I currently know little about their overall corporate needs, goals, and total integration, but am working to develop the Hyster relationship through their corporate location in MN.

OPPORTUNITIES:

C. H. Robinson Worldwide is one of North America's largest third party logistics (3PL) companies, with operations in the United States, Canada, Mexico, South America, Europe, and Asia. Most of our revenues come from providing truck, rail, ocean, and air transportation throughout the world. Sourcing and information services are also important components of their business mix. 6.6 billion in 2006 gross revenues, 5.2 million shipments delivered for 25,000+ customers globally, 45,000+ carriers worldwide, approximately 6,800 employees, 214 offices worldwide, Publicly owned and traded on NASDAQ.

THREATS:

Unknown

STRATEGY:

I will work to create a corporate relationship and establish an account champion. Dealer relationships and local efforts will be the cornerstone of all opportunities - I would urge Hyster dealers to insure that their local locations are aware of Hyster and your Dealership capabilities.

