



The Safe Choice

HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: C&S Wholesale Grocers

BACKGROUND:

C&S Wholesale Grocers is the 2nd largest Grocery wholesaler in the United States. They have about 45 DCs throughout the United States, and they are continuing to grow by acquisitions or new start-up facilities. They also own ES3, which handles distribution for many of our current customers.

STRENGTHS:

- New relationship with corporate.
- AC products.
- Customer willingness to allow demos.
- Hyster product enhancements.

WEAKNESSES:

- Little to no relationship at the local level.
- Strong Raymond presence in which they are doing everything possible to keep Hyster out.

OPPORTUNITIES:

- Past demonstrations have been successful.
- Demonstrations must be qualified. If successful, how do we get the order? This must be discussed with the sites. We will work together for corporate does the purchasing.
- Sites like the demo units. We need to get them to push the success up the chain of command within C&S.
- They buy over 400 lifts a year.

THREATS:

- Raymond! The customer has a strong relationship with Raymond.

STRATEGY:

Go into these DC and be bold and proud of the product. We have nothing to be afraid of. Corporate does control purchasing but we need to have the DCs help support us.

