



HYSTER COMPANY

Americas Division

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

WEAKNESSES:

- Little to no relationship at the local level.

OPPORTUNITIES:

- We will be demoing 4 reach trucks and 4 pallet jacks to C&S Wholesale.
- They buy over 400 lifts a year.

THREATS:

- Our lead times.
- Raymond. Historically have had 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.

