



The Safe Choice

HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: CVS Pharmacy

BACKGROUND:

CVS/pharmacy is the nation's largest retail pharmacy chain, with approximately 6,200 stores across 38 states. CVS/pharmacy generates over 68% of its revenue from the pharmacy business and is committed to providing superior customer service. CVS recently purchased Long's Pharmacy.

STRENGTHS:

- Good relationship with corporate and at a few of the DCs.
- AC products.

WEAKNESSES:

- Local relationships. Strong in a few, but weak in many.
- Corporate allows DCs to do their own buying.

OPPORTUNITIES:

- Demonstrating our new AC products as being the best in class.

THREATS:

- Our lead times.
- Crown, Raymond and Yale.

STRATEGY:

Continue to work with corporate and demonstrate our value-added approach. They are currently reviewing fleet management methods, and have told me that ID Systems is too expensive. They are also exploring the use of Hydrogen fuel cells. Need to be able to show them what we are doing in the advancement of Hydrogen fuel cells and fleet management technologies.

