HYSTER COMPANY

Americas Division

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

ACCOUNT: *CADBURY SCHWEPPES*

STRENGTHS:

- Renewed interest in approaching reviewing fleet cost for lift truck ownership and replacement programs due to corporate purchasing emphasis.
- Hyster recognized as a manufacturer of quality equipment.
- Experience with Hyster and Liftech at Motts facility in NY has been good.

WEAKNESSES:

- Hyster is only 15 of 800 units in Cadbury Schweppes fleet. Crown, Raymond & Yale are the primary suppliers.
- Part of the CS corporate initiative is to reduce suppliers. Since Yale has over 300 units in current fleet, CS does not see the need to have two NACCO companies listed as a preferred supplier.

OPPORTUNITIES:

- Corporate program has lost some momentum. Local facilities can be convinced that there are cost savings on lift trucks, but still control their buy.

THREATS:

- The perception that there is little need for Hyster when Yale is a major player in the current fleet.

STRATEGY:

- Continue to show corporate purchasing fleet and technology solutions.
- Maintain communications with corporate purchasing.

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