



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Cargill

BACKGROUND:

Cargill is an international provider of food, agricultural and risk management products and services. With 160,000 employees in 67 countries, the company is committed to using its knowledge and experience to collaborate with customers to help them succeed.

STRENGTHS:

- We have built good relationships with Jennifer Campbell and other key procurement people and have had Hyster Senior Management visit Cargill's corporate office. We have also leveraged key influencers that want Hyster as the supplier to Cargill
- Strong relationships at the dealer/plant level has helped with momentum for a push for Hyster products
- Have been asked to participate in the 2009 Cargill RFP that is currently underway

WEAKNESSES:

- We have seen a drop off in Cargill's volume of business over the last couple of years
- They have requested in the future that all business will be handled with truly global suppliers. Hyster must continue to grow our support as a global supplier

OPPORTUNITIES:

- 2009 RFP
- Approximately 350+ units will be purchased in the US
- Fleet Opportunities on a GLOBAL scale
- Jennifer has confirmed that they are going to try and make it to ProMat 2009 and for the roll-out on the Next Gen Counter Balanced Electric Product.

THREATS:

- Yale and other manufacturers. All OEM's are making a strong push to meet the demands that Cargill is asking for
- Incumbent: Toyota's new 8-series is causing a little excitement from some of the plants.





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STRATEGY:

- Complete the 2009 RFP with the goal of representing Cargill on a Global scale
- Use the key influencers and strong dealer relationships to help drive the Hyster message to Cargill Senior Management
- Continued contact involvement of Hyster Company's Senior Management with Cargill's Senior Management goes a long way with Cargill
- Hyster customer portal will play a big role with Cargill's and our Technology Partners.
- Establish Cargill as a premium Hyster National Account

