HYSTER COMPANY

Americas Division

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

ACCOUNT: CARGILL

BACKGROUND:
Cargill is a huge company with several divisions including Agriculture Services, Food Ingredients, Industrial and Processing. The company remains strong and is officed in Minneapolis with several hundred locations throughout the US and Canada. A new corporate purchasing manager is on board as of late 2006. But, most business is decided and completed locally or by division.

STRENGTHS:
Strengths include an expanding product volume for the last two years. We are one of two or three approved vendors which gives us a good opportunity.

WEAKNESSES:
Weaknesses include some FT product issues on product that replaced competitive units. Our pricing posture has been under attack by Cat which does undercut us substantially.

OPPORTUNITIES:
Opportunities include the introduction of our new class II product. Cargill has several freezer storage facilities where Crown and Raymond are active and well received. We have done some good class III business which we can use for reference.

THREATS:
Threats include the product issues mentioned above. Good thing is that it is one location and not several. Competition is very aggressive.

STRATEGY:
Strategy includes visiting the new purchasing manager and detailing our capabilities of product and support. I am going to prepare a matrix of the meat processing and food distribution locations to define the opportunities which are likely substantial.

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