



HYSTER COMPANY

Americas Division

SUBJECT: 2007 SWOTS Analysis

ACCOUNT: Con-way Transportation

BACKGROUND:

Con-way Inc., a market leader in the supply chain management industry, is a \$4.2 billion global enterprise with fast-growing, dynamic businesses and a long-established history. Con-way's principal component companies — Con-way Transportation Services, Menlo Worldwide and Road Systems, operate in regional trucking, ground expedite, truckload brokerage, air freight forwarding, regional asset based truckload, global logistics management, e-commerce fulfillment and trailer manufacturing. Con-way has consistently been a service, sales and profit pacesetter and a benchmark stock (NYSE: CNW) on the Dow Jones Transportation Average for more than a quarter century.

STRENGTHS:

- Hyster Manufacturer's full range of material handling products. We are able to provide them with a single source supplier.

WEAKNESSES:

- We are not currently doing any business with Con-way.

OPPORTUNITIES:

- Con-way buys approximately 300 forklifts per year.
- We have a good opportunity to differentiate ourselves with our AC powered jack with power steering.

THREATS:

- Existing suppliers have been getting their business for some time.
- Pricing on the Fortis appears to be about \$2,500 more than Toyota, Nissan and Caterpillar on similarly equipped machines.

STRATEGY:

- Make contact with corporate purchaser.
- Determine who at Con-way can authorize demos. and then arrange for some.
- Tour some Con-way facilities and learn their layout and product requirements and spec. preferences.
- Coordinate with local Hyster salesmen site visits and introductions to the local managers.

