HYSTER COMPANY

Americas Division

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

ACCOUNT: ConAgra Foods

BACKGROUND:

ConAgra Foods is a leading branded, value-added food company. ConAgra Foods operates in three businesses: Consumer Foods (57% of net sales), International Foods (57% of net sales), and commercial products, which comprises food and (28% of net sales) ingredients and trading and merchandising segments (10% of net sales).
Net Sales for ConAgra Foods was $11,579 million with net income of $534 million.

STRENGTHS:

- Good relationship at corporate.
- The E50Z is perceived to be the "best-n-class" truck.
- Our AC technology
- Went from plants doing as they please, to now only having three vendors to choose from (Hyster, Yale, and Raymond).
- Total Logistic Control handles their distribution centers, and has a lot of say in those DCs. We currently have a good relationship with TLC.

WEAKNESSES:

- Raymond has a majority of the reach truck, end-rider, and 3-wheel dock truck business. Perception is that their product is better in those segments.
- The local dealer presence is very weak at a lot of the plant sites (104 sites).
- Lead times

OPPORTUNITIES:

- Our new AC product, although they would like to see an update to the E30-40HSD.
- The galvanized truck at the manufacturing sites.
- Strengthening corporate relationship.
- Very aged fleet. They will be purchasing up to 200+ trucks next year.

THREATS:

- Aggressive calling on account by competitive dealers (Raymond, Yale) at the local facilities.

STRATEGY:

Continue to work with corporate and demonstrate our value-added approach. They eventually would like to go to one supplier. Need to improve our lead time approach with them. We know the core trucks that they purchase, and will develop an availability management program.

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