



The Safe Choice

HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Constellation Brands

STRENGTHS:

- Hyster is an approved vendor for Constellation Brands
- US Locations know who we are

WEAKNESSES:

- Awareness of Hyster products and features
- Lost last bid to Nissan
- Awareness Globally

OPPORTUNITIES:

- Local facilities decide which vendor they would like
- Purchases of 150 trucks will be made in 2009

THREATS:

- Toyota has more awareness in some of the CA locations and overseas

STRATEGY:

- Provide a bid that will address their current pain which is delivery of product
- Provide detailed options on Fleet to combat Toyota's plan
- Dealer involvement on local level for awareness of Hyster product and value

