



The Safe Choice

HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Dean Foods

BACKGROUND:

According to the Dean Foods website, they are the largest processor and distributor of milk and dairy products. They operate over 100 plants in the U.S. and Great Britain. They employee over 27,000 people.

STRENGTHS:

- Familiar with NMHG product through the current Yale relationship. The possibility to play off the current product quality and acceptance.
- Promotion of a strong dealer network in the N. American to support the class I-III product requirements.
- New class I & II product features to address the competition; especially Crown and Toyota.

WEAKNESSES:

- Currently, we have a limited relationship with corporate purchasing.
- Yale, Crown and Toyota are currently preferred providers.

OPPORTUNITIES:

- New AC reach truck product with exclusive features.
- New electric sit-down truck introduction.
- Invitation to local ITC events.

THREATS:

- Overcoming product differentiation between Yale and Hyster product.
- Historical relationships with existing supplier base.

STRATEGY:

Continue to work on our relationship with corporate purchasing to become a preferred/visible vendor. As local opportunities present themselves, national accounts will work with the local dealers to provide quotations and support. The upcoming 2009 ITC events are an excellent opportunity to partner in earning business. In addition, the updated class I and II product offerings present a great opportunity to discuss our focus in the food and beverage industries.

