



HYSTER COMPANY

Americas Division

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

ACCOUNT: Dean Foods

BACKGROUND:

According to Dean Foods website they are the largest processor and distributor of milk and other dairy products. Dean operates over 100 plants in the U.S. and Great Britain with over 27000 employees.

STRENGTHS:

- Hyster dealers are able to quote local plants
- Hyster dealer network is well positioned to service locations.
- Reach trucks leased from Barloworld in North Carolina

WEAKNESSES:

- Yale, Crown and Toyota are currently preferred providers
- No relationship with corporate purchasing

OPPORTUNITIES:

- New AC reach and AC walkie-riders provide demonstration opportunities

THREATS:

- Differentiation from Yale. Dealer difference will play a key role here.
- Crown experience in freezer, grocery applications. Extensive references

STRATEGY:

Continue to work on corporate purchasing contacts to become a preferred provider. Work dealer opportunities as they arise. With existing National Account consignment fleet provide demos of new Class II and III products.

