



The Safe Choice

HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Delhaize America – Food Lion, Hannaford, and Sweetbay

BACKGROUND:

Delhaize is engaged in the operation of retail food supermarkets in the eastern United States. Food Lion stores offer food products through a chain of about 1,200 stores located in 11 Southeast and Mid-Atlantic US states. Hannaford Brothers is a multi-regional food retailer, with 142 supermarkets located throughout Maine, Massachusetts, New Hampshire, and Vermont, and in parts of New York. Kash n' Kerry is a chain of 104 stores operating, under the Kash n' Kerry and Sweetbay brand. In total they have about 12 distribution centers.

STRENGTHS:

- Developing relationship with corporate.
- Recently sold about 38 reach truck to Hannaford and Sweetbay.

WEAKNESSES:

- Raymond has a very strong relationship with the Food Lion organization.
- Food Lion feels as though our product is not as productive as the Raymond. Must work hard to prove that is a false assumption.

OPPORTUNITIES:

- 2009 is expected to be slow for them.
- Reach trucks that have been recently populated doing well. This is vital for there is a lot of attention being placed on these trucks.
- AC stand up counter balance, in the future.
- Electric coast on the end rider.

THREATS:

- Our lead times.
- End-rider pallet jacks. Perception of a poor undercarriage.
- Raymond

STRATEGY:

Demonstrate to them our abilities to be strong warehouse partners. So far we have demonstrated that, and that must continue. Be patient with Food Lion, and let the product speak for itself. Customer is very interested in the on-line parts portal. 7-parts strategy is a must for Food Lion. Explore other means to assist them with their operations...fuel cell technology and ID Systems.