



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Dollar General

BACKGROUND:

Founded in 1939 as J.L. Turner & Son, a wholesale business in Scottsville, Ky., Dollar General (NYSE:DG) is a Fortune 500® company and the leader in the dollar store segment, with more than 8,000 stores and \$9.2 billion in fiscal 2006 sales.

STRENGTHS:

- Hyster Manufacturer's full range of material handling products. We are able to provide them with a single source supplier.

WEAKNESSES:

- We are not currently doing any business with Dollar General.

OPPORTUNITIES:

- We have a good opportunity to differentiate ourselves with our AC powered jack with power steering.
- New and Improved class II product offering.

THREATS:

- Existing suppliers have been getting their business for some time.

STRATEGY:

- Make contact with corporate purchaser.
- Determine who at Dollar General can authorize demos and then arrange for some / ITC events may leverage impact.
- Tour some Dollar General facilities and learn their layout and product requirements and Specification preferences.
- Coordinate with local Hyster salesmen site visits and introductions to the local managers.

