



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Dow Chemical

STRENGTHS:

- Dow is a diversified chemical company headquartered in Midland, Michigan. Manufacturer's products for a wide range of markets including food, transportation, health and medicine, personal and home care and building and construction. Hyster has been providing material handling solutions for many years to this type of company and is a leader in the Material Handling Industry.

WEAKNESSES:

- Low Hyster Installed Base
- No established contacts at corporate or user locations needed to pursue short and long term business opportunities.

OPPORTUNITIES:

- Present Hyster Brand and Dealer capabilities to meet and exceed Dow Chemical user location expectations.

THREATS:

- Although Hyster products meet or exceed many of our competitor's productivity and cost of operations our lack of market share and presence will have to be addressed and overcome

STRATEGY:

- Sales calls at corporate and user locations to establish relationships and build awareness of Hyster products and dealer capabilities.

