



The Safe Choice

HYSTER COMPANY

Americas Division

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

ACCOUNT: *DOW CORPORATION*

STRENGTHS:

- Many large manufacturing operations where the Hyster equipment excels
- Very strong corporation that is diverse and forward thinking

WEAKNESSES:

- Very little quote activity is being generated
- No apparent corporate purchasing focus or centralized buying program

OPPORTUNITIES:

- Get engaged in the purchases that are being generated by the local facilities.

THREATS:

- No change.

STRATEGY:

- Get lines of communication established at Dow corporate purchasing.
- Encourage Hyster dealers to call on Dow facilities.

