



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: DuPont

STRENGTHS:

Hyster has a positive long standing relationship with DuPont. We have reasonable product penetration and visibility. Pioneer (a DuPont holding) affords Hyster increased visibility and share position.

WEAKNESSES:

Toyota is a parallel provider and has taken an aggressive pricing position with DuPont to build share. The integration of 3rd party mechanics (outsourcing) changes the nature of local relationships.

OPPORTUNITIES:

Working with corporate to develop targeted product training to the Regional DuPont Material Handling support staff. Working to possibly provide targeted mechanic training supporting growth and long term share opportunity.

THREATS:

Toyota. Regional coverage for MHE needs softens local relationships, and makes it harder to get "close" to a deal. DuPont views the dealers as "cost centers" burdening the sales price by installing unnecessary options.

STRATEGY:

I will work to improve the corporate relationship with the account champions. Many dealers have positive local relationships, and these have allowed continued service and allied sales opportunities - Dealer relationships and local efforts will be the cornerstone of all opportunities - I would urge Hyster dealers to insure that their local DuPont accounts are aware of Hyster presence and understand what your dealership can offer in full.

