



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Eaton Corporation

STRENGTHS:

- Eaton Corporation is a diversified power management company headquartered in Cleveland, Ohio. A global technology and manufacturing leader in electrical components and systems, hydraulic components, aerospace fuel, and truck and automotive drive train and power train systems. 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 Eaton 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:

- 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

