



HYSTER COMPANY

Americas Division

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

ACCOUNT: EATON CORPORATION

BACKGROUND:

Eaton Corporation has not been worked by Hyster due in part to prior ownership of Yale and strong presence of Yale. Recently, an opportunity arose for Turret truck and we have capitalized on this with Barloworld in Fayetteville. There is no doubt it would not have surfaced had the previous Yale representative stayed at Yale. His entry into Barloworld provided a unique opportunity.

Eaton is based out of Cleveland Ohio and is a 13 billion dollar market cap enterprise. They manufacture industrial electric equipment, Power supplies, distribution equipment such as conveyors, and auxiliary equipment for aerospace and automotive.

STRENGTHS:

- Strong local dealer in Fayetteville which sits behind the plant of Eaton. This plant manufactures Power and Control Systems (Power Distribution Assemblies).
- Plant has a strong supporter for turret application and is a strong influencer with other plants.
- A very successful demo of man-up turret truck and receptive operators who loved the truck.

WEAKNESS:

- We have no corporate sponsor and perceive that we will encounter quite a bit of resistance when attempting to push this up the ladder within Eaton. Yale is preferred provider and will be able to offer identical solutions.
- Equipment is leased and there is a tendency within Eaton to stick with primary providers due to risk of engaging unknown dealers for identical product.
- We have no visibility from corporate or plants at this point in time.
- Eaton does not talk with other plants. They asked me on recent visit what each facility had which tells me decisions are all centralized.

OPPORTUNITY:

- 16 truck opportunity short term and if successful, we may be able to leverage this with primary contact who is an influencer for 6 other plants.
- There is unique opportunity for W30ZR truck which is seen as a potential to replace several sit down trucks. They are reconfiguring warehouse space and I was informed it is a cost center. Lowering costs and providing turret trucks as they redo warehouse space moving up in the warehouse is something they want to see accomplished.
- With success, we will have a case to duplicate.





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THREATS:

- The corporate unknown. We have had no presence so I am not confident at this point in time. I am confident on Fayetteville.

STRATEGY:

Demo, establish a beach-head, and come under the radar.

