HYSTER The Safe Choice

HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

<u>ACCOUNT</u>: *FedEx*

<u>BACKGROUND:</u>

FedEx is a shipping company that started out in 1998 as an overnight delivery service for documents and packages. Since that time, they have blossomed into a company that provides 3PL services, ground deliver, office solutions and consulting services. They are headquartered in Memphis, TN. Currently; they purchase 50-60 units per year. The majority are 5K pneumatics (80%), with the balance of trucks in the 8K cushion and 15.5K (and larger) pneumatics.

<u>STRENGTHS</u>:

- Large IC pneumatic that Toyota does not offer in their line-up.
- Former Yale product user. Familiar with NMHG product and capabilities.

<u>WEAKNESSES</u>:

- Currently, no relationship with corporate purchasing. They had a historical relationship with Yale and now have migrated to Toyota for all units. They have experienced a relatively high degree of satisfaction with Toyota products and dealers.
- Toyota has done an excellent job of servicing this account in conjunction with the local dealer in Memphis, TN.

<u>OPPORTUNITIES</u>:

- Large IC pneumatics sales for products that are not available through the preferred partner. They are allowed to buy outside of the agreement in those instances.
- Ancillary equipment for ground service support that can be provided by the local Hyster dealer.

<u>THREATS</u>:

- Historical relationships with existing supplier base.

<u>STRATEGY:</u>

FedEx is heavily tied to Toyota through a contract due to expire in June of 2009. In the meantime, they can acquire units outside of the agreement that Toyota does not manufacturer. They buy approximately (12) large pneumatics per year that can be possible opportunities for Hyster Company. Local Hyster relationships where FedEx operates major hubs (i.e. Memphis, TN) can prove to be in roads to earning this business. The re-introduction of the large pneumatics and the respective ITC events are an excellent opportunity to position our combined efforts.

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