



HYSTER COMPANY

Americas Division

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

ACCOUNT: FERRO/TOTAL FLEET SOLUTIONS

STRENGTHS:

- Heavy manufacturing which is a Hyster strength

WEAKNESSES:

- Just starting a program of planned replacements after long term “own it till it dies”

OPPORTUNITIES:

- Work with TFS to be the primary recommended vendor as they convert Ferro facilities to newer fleets.

THREATS:

- Very little Hyster equipment at Ferro facilities
- TFS has not been advocating Hyster due to perception of resistance by Hyster dealers to advocate TFS.

STRATEGY:

- Get closer to TFS.
- Demo at Ferro facilities.

