



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: GE

BACKGROUND:

GE is made up of six businesses, each of which includes a number of units aligned for growth.

GE's six business units are:

- **GE Commercial Finance** provides loans, operating leases, financing programs, commercial insurance, and an array of other products and services aimed at enabling business worldwide to grow.
 - o Capital Solutions
 - o Corporate Financial Services
 - o Healthcare Financial Services
 - o Real Estate

- **GE Healthcare** is a leader in the development of a new paradigm of patient care dedicated to detecting disease earlier and helping physicians tailor treatment for individual patients.
 - o Diagnostic Imaging
 - o Global Services
 - o Clinical Systems
 - o Life Sciences
 - o Medical Diagnostics
 - o Integrated IT Solutions
 - o Interventional, Cardiology and Surgery

- **GE Industrial** provides a broad range of products and services throughout the world, including appliances and lighting; plastics and silicones products; and equipment services.
 - o Advanced Materials... Opens new window)
 - o Consumer & Industrial... Opens new window)
 - o Equipment Services
 - o GE Fanuc Automation... Opens new window)
 - o Inspection Technologies... Opens new window)
 - o Plastics... Opens new window)
 - o Security... Opens new window)
 - o Sensing





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- **GE Infrastructure** is one of the world's leading providers of fundamental technologies to developing countries, including aviation, energy, oil and gas, rail and water process technologies.
 - o Aviation
 - o Aviation Financial Services (GECAS)
 - o Energy
 - o Energy Financial Services
 - o Oil & Gas
 - o Rail (Transportation Services)
 - o Water

- **GE Money**, formerly known as GE Consumer Finance, is a leading provider of credit services to consumers, retailers and automotive dealers around the world.
 - o Credit Cards
 - o Retail Sales Finance Programs
 - o Home Loans
 - o Personal Loans
 - o Motor Loans and Leases
 - o Corporate Cards
 - o Credit Insurance

- **NBC Universal** is one of the world's leading media and entertainment companies in the development, production and marketing of entertainment, news and information to a global audience.
 - o Network
 - o Film
 - o Television Stations
 - o Entertainment Cable
 - o Television Production
 - o Sports/Olympic Games
 - o Theme Parks

Hyster has had very good working relationship & success with GE at various locations and divisions. Relationships have been reestablished with Martha Amaya of GE – Transportation Procurement and with Tom Koenig of GE – Appliance.





The Safe Choice

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STRENGTHS:

- Contract is coming up for renewal soon. This will further increased communication between Hyster and GE
- Hyster Company is one of three material handling supplies with preferred vendor status.
- Good Relationships have been re-established on certain facilities
- MH Equipment in Louisville, KY has a strong and personal relationship with key GE Personal at Appliance Park in Louisville, KY and has service agreement in place with GE

WEAKNESSES:

- Because of the Rebate program, GE's Payment Terms & Conditions and the extra extended warranty that GE expects and has in the new National Account Agreement we have to put 6% on top of the pricing to GE to cover the Rebate & Payment Terms and add the full price of the extended warranty. This could price Hyster out against other competitors
- GE Infrastructure purchasing is coming out of Mexico and seems to take a long time to issue a purchase order once it is approved locally
- GE Transportation has identified internal issues in procedures on how to get a purchase order cut once it is approved internally and ROI that is required for GE – Infrastructure. Working with Jim Burek & Ray Nicolio to help forward this along
- HYSTER CAPITAL is a business entity of GE CAPITAL. Unfortunately we do not see an advantage of utilizing Hyster Capital on GE deals
- GE is struggling now in the market place and speculation is that they will shed businesses

OPPORTUNITIES:

- Just completed a FLEET SURVEY at GE – Transportation in Erie. Based on the findings, many units need to be replaced.

THREATS:

- Hyster pricing and availability has opened the door in several locations to competitors to quote a normally all Hyster locations

STRATEGY:

- Follow through on the assistance with Hyster Fleet on the Fleet analysis in Erie
- Help establish a GE Team with MH Equipment in Louisville, KY to help handle Appliance Park
- Set-up meetings with Key personnel to introduce our Technology Partners. We already have a meeting set-up with GE Transportation in Erie, PA for ID Systems
- Continue to call on each location and sell our strong dealer network

