



The Safe Choice

HYSTER COMPANY

Americas Division

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

ACCOUNT: Genco

STRENGTHS:

New class II & III Hyster products support a strong class IV and I offering for this 3PL with limited local dealer visibility....some localized dealer relationships may help to support corporate presence.

WEAKNESSES:

No existing Hyster Corporate relationship, but Genco is an established 3PL vendor to P&G although as I understand it corporately aligned with Nissan for product purchases.

OPPORTUNITIES:

GENCO is a leading third-party logistics provider and recognized leader in supply chain management and execution excellence. They are a privately held, non asset based, third-party logistics solutions provider headquartered in Pittsburgh, Pennsylvania. Providing a complete range of value-added supply chain solutions, including reverse logistics, contract warehousing, pharmaceutical returns, damage research, transportation, supply chain analysis, parcel management, asset recovery, technology and government. GENCO operates 94 facilities located throughout the United States and Canada with 30 million square feet of covered space.

THREATS:

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STRATEGY:

I will work to create a corporate relationship and establish an account champion leveraging our National Account status with P&G in effort to gain positive visibility. Dealer relationships and local efforts will be the cornerstone of all opportunities - I would urge Hyster dealers to insure that their local locations are aware of Hyster and your Dealership capabilities.

