



The Safe Choice

HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Graphic Packaging International, Inc.

STRENGTHS:

- Installed Base - Hyster has the largest installed base of equipment
- Dealer Relationships – many of the facilities have close relationships with the dealer personnel
- Application Knowledge– No one knows paper applications better than Hyster.
- Product Fit – The product line of Hyster Company fits perfectly with Graphic Packaging requirements.

WEAKNESSES:

- Relationships – Hyster has had an unstable relationship for the past year and needs time to nurture a new stronger one with all corporate team players.
- Fleet Management – Graphic Packaging has contracted with a competitor for their fleet services.

OPPORTUNITIES:

- Short term rentals
- Long Term rentals, although many are being replaced in 2009
- 4 Million dollars in equipment is slotted for replacement in 2009
- Target Sites with less favorable view of Yale, with a reduction of support ability as compared to Hyster Dealerships.
- Hyster Fleet Services

THREATS:

- YFS Funding
- YES Relationships in Chicago and Marietta
- Yale Fleet Services

STRATEGY:

- Continue to align with key internal personnel
- Visit all “ideal” and “targeted” sites by year end
- Show united front with strong dealer network
- Rent, Rent, Rent, Paid Demos
- Increase support levels with Parts, Training, Fleet Analysis
- Get Hyster Fleet Services engaged at “Hyster” locations, Macon, Santa Clara.

