



HYSTER COMPANY

Americas Division

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

ACCOUNT: *Hormel Foods*

BACKGROUND:

A multinational manufacturer and marketer of branded meat and food products with headquarters in Austin Minnesota

STRENGTHS:

- Extensive Hyster Dealer Network
- Close relationship with principal decision maker
- Centralized purchasing and specification of lift trucks from corporate headquarters
- Confidence in quality and performance of Hyster Product

WEAKNESSES:

- 'S' order process has created long lead times and misspoke trucks
- Confidence shaken over later deliveries
- SQM rating lower because of late deliveries and order inaccuracies

OPPORTUNITIES:

- Still confident in Hyster product.
- Hormel continues to replace old trucks and for the moment will stay with Hyster
- Roll out of Customer web portal to have available real time information on truck specifications, delivery dates, and the ability to enter parts orders

THREATS:

- Yale national accounts has entered the picture and is talking to Hormel contacts
- Other vendors will be considered if our lead time and specification issues not addressed
- Not having 5000 lbs capacity HSD product allows opportunity for Raymond to continue to sell trucks to certain locations
- Raymond reach trucks purchased at location in Georgia because a demonstration truck could not be provided.

STRATEGY

Address outstanding delivery issues and misspoke trucks. For 2008 assess Hormel truck purchase volume and arrive at truck specifications early in the ordering process. Continue pushing marketing strategy group to develop a 5000 lb HSD product. Roll out customer web portal.

