



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Hormel

BACKGROUND:

Since 1891, the name Hormel has been synonymous with quality, value and innovation.

The founder, George A. Hormel held a strong commitment to quality, which was based on providing his customers a superior product that would keep them coming back for more. This vision is kept alive with products that retain the quality and flavor of the first products he offered. Today, our innovative products are a flavorful part of breakfast, lunch, dinner, snacks and party solutions—all created with convenience in mind to accommodate the busy schedule of you and your family.

From the beginning, George was concerned about waste and cleanliness in the process of making great food products. In keeping with his high standards, Hormel Foods has been recognized for quality, safety and employee training. As a responsible steward of the environment, Hormel has set goals to reduce the impact we have on the environment we all share. In addition, Hormel Foods is active through the Hormel Foods Charitable Trust, which focuses its community giving on education, hunger and health.

STRENGTHS:

- Excellent Dealer coverage for all of Hormel's locations
- Personal daily contact with the corporate procurement / engineer
- A strong history with Hormel covering sales, service and support

WEAKNESSES:

- Doran Kasel, the key procurement contact, continues to stress our long lead times and the lack of the company to address the problem
- Product issues at various locations, particularly on the Reach Product. Need to address the parts issues at certain locations as well.
- Certain Hormel facilities are strong supporters of Crown and Raymond.





The Safe Choice

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OPPORTUNITIES:

- Hormel continues to remain an 80+ unit account per year. We must continue to hold this business and look for weak spots to attack Crown and Raymond
- Hormel looks to be buying businesses. We need to work closely with the new locations and push Hyster product
- The next generation Electric Counterbalanced product and promoting this product to all Hormel locations that utilize Class I
- Doran will be attending ProMat and the roll-out for the Next Gen Counter Balanced Electric product

THREATS:

- Crown and Raymond and any product enhancements that they make and promote to Hormel
- Other vendors will start to be considered in Hyster strongholds if lead times do not improve
- Pricing concerns from corporate

STRATEGY:

- Continue to be involved with Doran on all opportunities. Ask him weekly what opportunities are available for quotes
- Quarterly meetings with Doran to review purchases and future opportunities
- Work to create an annual purchase so that we can do a better job of slotting units at the beginning of the year and meeting the lead time demands
- Market Hyster products at all corporate facilities.
- Follow-through with commitments

