



The Safe Choice

HYSTER COMPANY

Americas Division

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

ACCOUNT: ICI

STRENGTHS:

Recent Hyster wins in Memphis for 2 units and another in Indianapolis for 23 units gives Hyster positive visibility. The Indianapolis win promoted our presents to a key Corporate Supply Chain Management contact.

WEAKNESSES:

My relationship with this account is recent, and while I have developed strong local relationships I know little about their overall Corporate needs, goals, and total integration. I have just begun to work with a new contact in Corporate Supply Chain Management and he has strong interest in a factory tour - that will hopefully allow deeper Hyster penetration into the account.

OPPORTUNITIES:

LOTS and LOTS - I need to build the corporate relationship so that we have improved organizational visibility and product presents. ICI is one of the world's major paints, adhesives and specialty products businesses. The Group's principal operations are National Starch and ICI Paints, which together account for more than 90% of ICI's sales. Today around 27 per cent of ICI's sales are made in Asia Pacific, with 29% in Europe and over 40% in the Americas. ICI products today include specialty polymers for personal care products, adhesives for the electronics and packaging markets as well as a wide range of decorative coatings and specialty products for domestic use and the construction industry. ICI Paints is headquartered in the UK with manufacturing in 24 countries. Our primary target, headquartered in Bridgewater, New Jersey, National Starch is organized into four product-based divisions and 18 business units defined by their industrial markets and application dynamics. All four of National's product divisions – Specialty Industrial Adhesives, Specialty Starches, Electronic Materials, and Specialty Polymers are closely related.

THREATS:

It appears that the majority of their business is done via reverse internet auction, and as such the sales prices for all products and services will be at ultra competitive levels. Nissan, Yale, and other OEMS are vendors to ICI and obvious threats.





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STRATEGY:

I will work with Corporate to build the Hyster relationship, pressing new products, and offering factory tours and invitations to ITC events. Hopefully we can leverage the recent wins and positively promote those products to other ICI locations. I ask the dealer community to insure they build local relationships - these local efforts are the cornerstone of all opportunities.

