



HYSTER COMPANY

Americas Division

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

ACCOUNT: *Ikea*

BACKGROUND:

Ikea designs, markets and sells low priced products, including furniture, accessories and other home goods. In the U.S. Ikea has been expending both retail store locations and distribution.

STRENGTHS:

- Experience with Hyster products and service in Tejon California DC
- Close relationship with LTW Stacker Crane provider and primary contactor on all DC's
- Single decision maker for lift truck purchases

WEAKNESSES:

- Close ties with Yale dealer Eastern Lift
- Preference for Yale equipment on east coast DC's due to performance by Hyster servicing dealer.

OPPORTUNITIES:

- New RFP for Kent Washington DC expect this fall

THREATS:

- Close relationship with Eastern Lift

STRATEGY

Continue contact with Ikea and LTW. Best opportunity is with new DC in Kent Washington. Pape is well position to provide support for lift trucks and stacker crane system.

