



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: International Paper

BACKGROUND:

Hyster has been a primary supplier to International Paper for more than 40 years. In 2008, I-P purchased 75 container plants and 6 paper mills from Weyerhaeuser, making I-P the largest paper producer in the world. The xpedx division, their distribution arm, has used Crown and Raymond equipment, but the door is now open to Hyster.

Over the past 10-years, Hyster has held the preferred vendor status, which allowed us to maintain 67% market share

STRENGTHS:

- Strong relationships at corporate and local facility.
- Product loyalty is very strong at many of the IP facilities.
- Although we have some regional difficulties, we still have the strongest dealer network in the industry, and these dealers are quite supportive of the IP account.

WEAKNESSES:

- Issues that frustrate IP and strained our relationship
 - Product availability
 - Lease end termination
 - Product quality
 - In accurate or incomplete plant surveys

OPPORTUNITIES:

- IP is under tremendous pressure to reduce cost. Every aspect of their business is being examined for cost savings opportunities. Forklift acquisition and maintenance cost are their primary focus. We have the opportunity to help IP:
 - Right size their fleet
 - Provide competitive maintenance contracts
 - Professional application survey that takes into account what is needed today and not how it was done in the past.
 - Timely lease expiration process that minimizes lease extension payments and maintenance expense





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THREATS:

- Taking the account for granted
- Assuming the customer knows our product is superior to the competition
- Not selling the value of our product's features.

STRATEGY:

- Renew our commitment to promote the Fortis difference in terms of Total Cost of Ownership
- Promote the benefits of our dealer managed maintenance contract
- Actively engage in the lease return process by providing each IP location and our local dealer a list of trucks that will a lease term end within 6-months
- Assist each dealer in providing a more profession application survey to IP that challenges each facility in reviewing how they use their trucks today and not take it for granted that they same specs of the past will work today.
- Identify facilities not currently using Hyster, and focus on programs to gain that business, such as ITC comparisons, plant tours, site visits, and user plant references within divisions.

