



HYSTER COMPANY

Americas Division

SUBJECT: 2009 S.W.O.T.S. Analysis

ACCOUNT: **JC Penney**

BACKGROUND:

JC Penney is one of the nation's oldest retailers. They have been in business for over 100-years. They employ over 155,000 associates. Their purchase volume has been traditionally low in past years. Historically, they purchase machines and hold them beyond their economic life-cycle. Opportunities are usually at the JCP distribution centers.

STRENGTHS:

- Current class I-III product that can compete with Crown and Raymond.

WEAKNESSES:

- Currently, no relationship with corporate purchasing.
- Crown and Raymond are currently preferred providers.

OPPORTUNITIES:

- New AC reach truck product with exclusive features.
- New electric sit-down truck introduction.
- Invitation to local ITC events.

THREATS:

- Historical relationships with existing supplier base.

STRATEGY:

Continue to work on our relationship with corporate purchasing to become a preferred/visible vendor. As local opportunities present themselves, national accounts will work with the local dealers to provide quotations and support. The upcoming 2009 ITC events are an excellent opportunity to partner in earning business.

Weblinks:

Company: <http://www.jcpenney.net/default.aspx>

