



HYSTER COMPANY

Americas Division

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

ACCOUNT: *Jarden*

BACKGROUND:

Jarden is a US-based manufacturer of a range of branded consumer products. The company operates through three business segments: Branded Consumables, Consumer Solutions and Outdoor Solutions.

The Branded Consumables business segment manufactures, markets and distributes a range of branded consumer products through several divisions of Jarden, including Jarden Home Brands, whose products include Diamond matches and Fruit-Fresh. The LeHigh Group, which produces rope, twine and garage organization products. Loew-Cornell, which provides artists with brushes and tools, and The United States Playing Card Company which sells a range of playing cards and accessories.

The Consumer Solutions segment manufactures, markets and distributes products such as coffee makers, bedding, home vacuum packaging machines, smoke and carbon monoxide alarms, heating pads, and personal and animal grooming products. Consumer Solutions products are sold under brand names such as First Alert, Sunbeam and BRK.

Jarden's Outdoor Solutions segment produces consumer leisure products under the Coleman brand name, for use outside the home or away from the home, such as products for camping, backpacking, tailgating, backyard grilling and other outdoor activities.

Jarden's principal customers are retailers such as Wal-Mart, Home Depot and Lowe's. In addition, the company manufactures plastic and zinc products for other companies.

Jarden Corporation is a leading provider of niche consumer products used in and around the home. Jarden operates in three primary business segments through a number of well recognized brands, including: Branded Consumables: Ball®, Bee®, Bicycle®, Crawford®, Diamond®, Dicon®, First Alert®, Forster®, Hoyle®, Java Log®, Kerr®, Lehigh®, Leslie-Locke®, Loew-Cornell® and Pine Mountain®; Consumer Solutions: Bonaire®, Crock-Pot®, FoodSaver®, Harmony®, Health o meter®, Holmes®, Mr. Coffee®, Oster®, Patton®, Rival®, Seal-a-Meal®, Sunbeam®, VillaWare® and White Mountain™; and Outdoor Solutions: Abu Garcia®, Berkley®, Campingaz®, Coleman®, Fenwick®, Gulp®,





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JT®, K2®, Marker®, Marmot®, Mitchell®, Penn®, Rawlings®, Shakespeare®, Sevylor®, Stearns®, Stren®, Trilene® and Volkl®. Headquartered in Rye, N.Y., Jarden

STRENGTHS:



WEAKNESSES:

- Currently has an agreement with Crown, Yale, and Toyota that began in February of 2007.
- The agreement was based on presence in the account, of which Hyster was near the bottom.

OPPORTUNITIES:

- We have met with the contact at Jarden headquarters. As a result, he has agreed to open up the bid at the end of this year.
- Jarden recently purchased K-12 which will significantly increase the number of units they own.
- Jarden has committed to purchasing 150 trucks next year at a minimum.

THREATS:

- Hyster will have to get approved as an added vendor with a minority share of trucks.

STRATEGY:

Between now and the end of the year, we need to develop support at all levels of Jarden and its subsidiaries. We need to get in to uncover any issues or needs that will position us to become an approved vendor in 2008.





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