



**The Safe Choice**

## **HYSTER COMPANY**

*Americas Division*

**SUBJECT: 2009 SWOTS Analysis**

**ACCOUNT: Johnson & Johnson**

**BACKGROUND:**

This diversified health care giant operates in three segments through more than 250 operating companies located in some 60 countries. Its Pharmaceuticals division makes drugs for an array of ailments, such as neurological conditions, blood disorders, autoimmune diseases, and pain. Top sellers are schizophrenia medication Risperdal and psoriasis drug Remicade. J&J's Medical Devices and Diagnostics division offers surgical equipment, monitoring devices, orthopedic products, and contact lenses, among other things. Its Consumer segment makes over-the-counter drugs and products for baby care, skin care, oral care, first aid, and women's health. J&J has appointed 13 category leaders. Each category leader has a virtual, collaborative team with representations from across J&J operating companies. The teams work to build an exceptional supplier network that provide J&J businesses exceptional quality products and services at the lowest possible total cost, ideas & solutions, supply continuity and suppliers with a focus on environmental and social responsibility. This means that each J&J operating company has its own procurement organization that is responsible for partnering with line management to create a supplier network that provides J&J a source of advantage.

**STRENGTHS:**

- Best class 2 and 3 equipment Hyster has ever offered showcased via our ITC events.

**WEAKNESSES:**

- No Corporate Presence, strong Raymond / Deka relationship.

**OPPORTUNITIES:**

- Need to create our own....localized call plans on end user sites to develop and foster Hyster visibility.

**THREATS:**

- Long term Raymond user has developed deep ties.

