



The Safe Choice

HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Kellogg <http://www2.kelloggs.com>

BACKGROUND:

Since 1906 people have known Kellogg as a company they can rely on for great-tasting, high-quality foods. The world's leading producer of cereal and a leading producer of convenience foods, Kellogg Company's brands include **Kellogg's®**, **Keebler®**, **Pop-Tarts®**, **Eggo®**, **Cheez-It®**, **Club®**, **Nutri-Grain®**, **Rice Krispies®**, **All-Bran®**, **Special K®**, **Mini-Wheats®**, **Chips Deluxe®**, **Sandies®**, **Morningstar Farms®**, **Famous Amos®**, and **Murray®**.

With 2007 sales in excess of \$11 billion, Kellogg Company (NYSE:K) is the world's leading producer of cereal and a leading producer of convenience foods, including cookies, crackers, toaster pastries, cereal bars, fruit snacks, frozen waffles and veggie foods. The company's brands include **Kellogg's®**, **Keebler®**, **Pop-Tarts®**, **Eggo®**, **Cheez-It®**, **Nutri-Grain®**, **Special K®**, **Rice Krispies®**, **Murray®**, **Austin®**, **Morningstar Farms®**, **Famous Amos®**, **Carr's®**, **Plantation®** and **Ready Crust®**. Kellogg products are manufactured in 17 countries and marketed in more than 180 countries around the world.

STRENGTHS:

- Kellogg's is a growing food supplier and have continued to post strong figures in a down market
- Solid relationships between certain facilities and local Hyster dealers

WEAKNESSES:

- Kellogg's is closely associated with Raymond and Crown
- Something happened at a certain facility that did not go well with Kellogg's and Hyster

OPPORTUNITIES:

- Kellogg's continues to grow and we need to be positioned to react when we get our opportunity

THREATS:

- Kellogg facilities in which we stumbled originally

STRATEGY:

- Continue to work at establishing both Corporate contacts as well as key field contacts
- Work to promote local ITC events to key Kellogg's management

