



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Kroger

STRENGTHS:

- Hyster continues to creating awareness with Corporate purchasing and has continued dialog and visits every month for 6 months
- Some manufacturing sites have Hyster products
- Hyster product holds up well in DC's and manufacturing sites
- Crown is once again complacent and vulnerable

WEAKNESSES:

- Crown is approved vendor for all DC's through April of 2009
- Awareness of Hyster product

OPPORTUNITIES:

- Demo reach truck in one locations on West Coast is performing well
- Working Customer Portal at Kroger facility on West Coast
- VNA and order selector on demo in Bluffton, IN 11/12/08
- Reach Truck and Stand Up counterbalance on demo Cleveland TN 11/12/08
- DC, Manufacturing and Store business Bid Jan 09 – Crown, Raymond, Toyota and Hyster to Bid

THREATS:

- Unknown

STRATEGY:

- In locations where we have Hyster products, ask Hyster dealers to provide a monthly activity report on service issues, parts and any related costs
- Continue to update corporate on activities
- Introduce Customer Portal for purchasing products, literature, brochures, parts and service to corporate purchasing
- Continue to work with DC logistics for fleet survey's and continued updates on product.
- Follow up on demo trucks is essential to becoming an approved vendor

