



The Safe Choice

HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Kuehne & Nagle

BACKGROUND:

Kuehne + Nagel focuses on specialized service areas to provide clients with the right people and infrastructure to handle virtually any aspect of their logistics operations: Supply Logistics, Warehousing Solutions thru a Network of 40 dedicated and shared (multi-client) distribution centers is the broadest in North America, Transportation Management, and Critical Service Logistics. Some of their clients include: Nortel Networks, Sun Microsystems, Hoffman-LaRoche, Allergan and Wal-Mart. They manage 11 million square feet of warehouse space in 40 shared & dedicated facilities across the United States, Canada & Mexico serving Automotive, Healthcare / Pharmaceutical, High-Tech / Electronics, Retail & Consumer Products, and Industrial / Chemical. HQ in US 22 Spencer Street Naugatuck CT 06770

STRENGTHS:

- Product, dealer, globalization ~ we fit their needs with a broad product line and a solid dealer footprint.

WEAKNESSES:

- We lack a solid corporate relationship with their key logistic decision makers.

OPPORTUNITIES:

- 4Q8 presented an opportunity for us to work with K&G in Mexico and provide a personalized ITC event that met with strong success. The deal did not materialized but it allowed Hyster to validate its market position and grow a budding relationship.

THREATS:

- Lack of corporate visibility, competitive pressures.

