



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: L'Oreal

BACKGROUND:

L'Oreal is a French cosmetics company, engaged in the production and marketing of a range of perfume, make-up, hair and skin care products. The company operates in over 130 countries. It markets 18 brands through two divisions, cosmetics and dermatology.

The cosmetics division of L'Oreal has four segments: professional products, consumer products, luxury products and active cosmetics.

In addition, the company has a financial stake in Sanofi-Aventis, a pharmaceutical company specializing in therapeutic segments such as cardiovascular, thrombosis, central nervous system, oncology, metabolic disorders, internal medicine and vaccines.

STRENGTHS:

- We have worked with this account in the past.

WEAKNESSES:

- The account was taken over by Crown prior to Hyster new product lines and they are satisfied with their current product.

OPPORTUNITIES:

- The new line of electric and warehouse products allows Hyster to keep presenting ourselves to this account.

THREATS:

- Crown has had a few years to establish a relationship within this account.

STRATEGY:

- We need to get in to all levels of this account to show the new line of Hyster fork lifts. We need to find and take advantage of any opportunities to demo our trucks next to Crown

