



HYSTER COMPANY

Americas Division

SUBJECT: 2007 S.W.O.T.S. 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.

The professional products segment markets hair care products to professional hairdressers, which are subsequently used or sold in their respective hair salons. The professional products division of the company comprises four brands: L'Oreal Professionel, Kerastase, Redken, Matrix and Mizani.

The consumer products segment sells products through mass-market retailing channels. The consumer products range includes hair care, skin care, make-up and perfume products. Leading brands in this segment include L'Oreal Paris, Garnier, Maybelline New York, Softsheen-Carson, Club des Createurs de Beaute and Yue-Sai.

The luxury products segment markets premium products to consumers and offers personalized advice at the point of sale. Luxury products are sold through select retail outlets. Leading brands in this segment include Lancome, Helena Rubinstein, Biotherm, Shu Uemura, and Kiehl's. The luxury products segment also includes perfume brands: Giorgio Armani, Ralph Lauren, Cacharel, and Viktor & Rolf.

The active cosmetics segment sells dermo-cosmetic skin care products through pharmacies and specialist retailers. Pharmacists and dermatologists also offer advice on using the company's products at the point of sale. The brands in this segment include: Vichy, La Roche-Posay, Inneov and Skinceuticals.

The dermatology segment includes dermatological and pharmaceutical activities of the company. Galderma laboratories, a joint venture with Nestle, specializes in skin diseases such as rosacea, psoriasis, eczema, and skin infections such as acne.

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.





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STRENGTHS:

- We have worked with this account in the past

WEAKNESSES:

- The account was taken over by Crown prior to Hyster new product lines.

OPPORTUNITIES:

- The new line of Hyster trucks gives us an opportunity to reintroduce 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

