



HYSTER COMPANY

Americas Division

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

ACCOUNT: LAND O'LAKES

STRENGTHS:

- Good class II and class III target.
- Willing to consider Hyster for class II & III at some facilities that have been Crown for years.

WEAKNESSES:

- Majority of equipment is Crown.
- Very little corporate direction.
- Many facilities will hold equipment well past the optimal replacement point.

OPPORTUNITIES:

- New class II and III equipment gives added reason to request demo and review total costs.

THREATS:

- Hyster continues to be seen as a secondary player due to class II reputation.
- Dealers don't approach Land O'Lakes facilities due to reputation as Crown account

STRATEGY:

- Get demos of Class II & III equipment in at facilities
- Make case for low cost of ownership on sit down product as an entry for more cost justifications.

