



## **HYSTER COMPANY**

*Americas Division*

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

ACCOUNT: MBM Corporation

### BACKGROUND:

MBM is one of the largest custom food service distributors in the U.S. The company's business has an emphasis on meeting the needs of larger restaurant chains. It is engaged in the provision of food to a number of restaurant chains across the U.S. MBM distributes its food offerings through a network of more than 30 distribution centers spanning across the U.S.

### STRENGTHS:

- Developing relationship at the corporate level.

### WEAKNESSES:

- Crown has about 98% of the business.
- Little to no relationship at the plant level.

### OPPORTUNITIES:

- A creative alternative fleet solution has been presented to MBM.

### THREATS:

- Crown has a very strong relationship with MBM. Breaking through will be difficult.

### STRATEGY:

Continue to work with corporate and demonstrate our value-added approach. They do not want to be in the fork lift business and prefers their supplier to control all the cost.

