



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS 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.
- New AC Products

WEAKNESSES:

- Crown has about 98% of the business.
- Developing local relationships

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 prefer that their supplier to control all the cost.

