



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Magna Industries

STRENGTHS:

- Hyster Product Line meets and exceeds application requirements
- Hyster Dealers capability to be complete material handling supplier

WEAKNESSES:

- Decentralized Purchasing
- Hyster not seen as approved supplier from study done in 2006

OPPORTUNITIES:

- Over 75 manufacturing locations in North America

THREATS:

- Resistance to change
- Approved supplier list made up of Toyota, Nissan, and Cat

STRATEGY:

- Sales call at corporate headquarters to establish relationship
- Build on relationship at Magna Powertrain in Sterling Hgts, MI

