



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Miller/Coors

STRENGTHS:

- Hyster is a preferred vendor
- Hyster product performs well in Milwaukee, WI
- New buyer at corporate
- Distributor's can purchase products at the same level of National Account Pricing as the Breweries

WEAKNESSES:

- Awareness of Hyster product
- Awareness of Hyster Fleet and Service
- Awareness of dealer network

OPPORTUNITIES:

- Provide references to other DC's to gain awareness of products
- FleetSmart – Present to DC's interested in the savings we can offer
- All products are leased for 5 years in the Breweries

THREATS:

- Unknown

STRATEGY:

- In locations where we have Hyster products, ask Hyster dealers to provide a monthly activity report on service issues, parts and any related costs
- Continue to update corporate on activities
- Introduce Customer Portal for purchasing products, literature, brochures, parts and service to corporate purchasing
- Quarterly meetings with buyer for updates and progress reports
- Work more with corporate as our navigator for other areas
- Hyster dealers to call on Distributors for opportunities to quote

