



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Navistar International

BACKGROUND:

Navistar (holding company) / International (operating subsidy) is a manufacturer of trucks, busses and mid range diesel engines. The company started in 1831. They adopted the name International Truck & Engine in 2000 after acquiring Maxion Motors in Brazil in 1999. They later sold that company. Current projects include pilot trucks for utility companies, and provision of vehicles to the US military. They are the market leader in mid range diesel engines, and have a big contract with Ford Motor Company to supply truck engines

STRENGTHS:

- We have the full product line to support all their needs.
- We have significant experience in manufacturing environments.

WEAKNESSES:

- We have not had a close past relationship. I have not been able to make contact.

OPPORTUNITIES:

- I do not know fleet size for this customer yet, nor how they purchase. They seem to be a good fit with our equipment and expertise.

THREATS:

- I do not know yet – interestingly, the DataMonitor report on this customer shows NACCO Industries as a competitor to them.

STRATEGY:

- I will continue trying to make contact and get a corporate meeting set up with this customer.
- I have invited them to attend Pro Mat. Q1
- I put them on the mailing list for e-mails like The Driving Force to keep us in front of the customer on a regular basis. Q1-Q4
- I will identify local plant locations and visit with local dealers. Q1 – Q3 Goal at least 1 visit per Quarter 1 will visit local plants with local dealers to keep them aware of our relationship with GM and our plans to keep that relationship in the future. Q1 – Q4 Goal 2 visits per quarter

