



The Safe Choice

HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Newell

BACKGROUND:

Newell Rubbermaid Inc. is a diversified manufacturer and marketer of a variety of high-volume brand-name consumer products. The firm is organized into four business groups. The Rubbermaid group makes such products as storage containers, waste containers, closet organization systems, cleaning products, outdoor play systems, high chairs, infant seats, strollers, play yards, and children's toys and furniture; key brands include Rubbermaid, Curver, Little Tikes, Graco, and Century. The Sharpie group produces writing instruments, highlighters, art supplies, office accessories, and hair care accessories; brands include Sanford, Sharpie, Paper Mate, Parker, Waterman, Uni-Ball, Liquid Paper, Eldon, and Goody. The Levolor/Hardware group makes drapery hardware, window blinds and other window treatments, paint applicator products, hand torches, cabinet hardware, hand tools, and power tool accessories; among the brands of this group are Levolor, Kirsch, Newell, Amerock, BernzOmatic, and Vise-Grip. The Calphalon Home group produces cookware, bakeware, glassware, dinnerware, kitchen tools and utensils, ready-made picture frames, and photo albums; brands include Calphalon, WearEver, Regal, Anchor Hocking, Pyrex, and Burnes of Boston. The company's products are sold primarily through mass merchandisers. Nearly 75 percent of the company's revenues are generated in the United States, with 18 percent originating in Europe and 4 percent each in Canada and in Central and South America. Wal-Mart Stores, Inc. is by far the largest of Newell Rubbermaid's customers, accounting for about 15 percent of total sales.

STRENGTHS:

- Hyster has corporate relationship and good visibility with procurement.

WEAKNESSES:

- Competitive account where Yale has received more business.

OPPORTUNITIES:

- Various DC opportunities from assorted DC's. Dealer involvement defiantly supports improved opportunity as local voice and union carries a lot of weight.

THREATS:

- Yale and Toyota have received Lions share of 2008 business...

