



HYSTER COMPANY

Americas Division

SUBJECT: 2007 S.W.O.T.S. Analysis

ACCOUNT: Nike Inc.

BACKGROUND:

Nike, Inc is a designer, manufacturer, distributor and retailer of innovative sporting equipment and apparel based in Beaverton Oregon. From humble beginnings in the Pacific Northwest Nike has expended and acquired the following brands; Cole-Haan Inc., Bauer Hockey, Hurley International and Exeter Brands Group.

STRENGTHS:

- New AC warehouse products line
- New relationship with Memphis DC decision makers
- De-centralized purchasing by various locations

WEAKNESSES:

- No experience with Hyster products
- Strong Raymond account

OPPORTUNITIES:

- New RFP for Memphis DC expansion
- Nike interested in Hyster turret truck automation capabilities
- Other DC locations make equipment purchase decisions independently

THREATS:

- Cornerstone account for Raymond, will take extraordinary measures to maintain.
- NACCO legal and product assurance hurdles to offering automated turret trucks.

STRATEGY

Continue positive contacts with Industrial Engineer in Memphis. Use his knowledge of Nike to make contacts at other DC's.

