



HYSTER COMPANY

Americas Division

SUBJECT: 2007 SWOTS Analysis

ACCOUNT: PACCAR

BACKGROUND:

PACCAR is a global technology leader in the design, manufacture and customer support of premium light-, medium- and heavy-duty trucks under the Kenworth, Peterbilt and DAF nameplates. The company also provides customized financial services, information technology and truck parts related to its principal business. PACCAR delivers its products and services to customers worldwide through an extensive dealer network of nearly 1,800 locations. PACCAR International sells the company's products in more than 100 countries and is expanding its dealer network in Asia and throughout the world. Approximately half of PACCAR's revenues and profits are generated outside the United States.

STRENGTHS:

Hyster Manufacturer's full range of material handling products. We are able to provide them with a single source supplier. Apparently some strong established relationships in Europe.

WEAKNESSES:

- We are not currently the primary supplier of their material handling equipment.

OPPORTUNITIES:

- We are currently participating in their RFQ and have advanced to second stage.
- It appears that this RFQ is going to be for 200 plus trucks.
- Some dissatisfaction with current equipment and service provider (Yale).

THREATS:

- Existing suppliers have been getting their business for some time.
- Difficulty explaining to Rudy Lim (purchaser) the difficulty in providing him with the service he is requiring.
- Coordinating the quote process with all of the Global Hyster dealers and getting them all on the same page.

STRATEGY:

- Have Jerry Davidson organize a conference call with all participating dealers to go over service pricing strategy.
- Coordinate with local Hyster service managers site visits and introductions to the local managers.
- Keep Rudy up to date with progress and turn in quote before deadline, I would like to be the first to reply.

