



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: P&G

STRENGTHS:

Dealer relationships with key plants are good; those relationships help drive future opportunities. Hyster Company's new electric product will support P&G's growth by providing "best in class" equipment. Strong relationship between corporate and National Accounts. Recent HFS studies illustrate "low hanging fruit" and promote fleet management concepts.

WEAKNESSES:

The growth and relationship maintenance at every P&G facility is grounded in the dealer - their service in both pre and post markets, the sales follow up, and allied products. The communication between the factory and the dealer on service issues is critical. P&G's internal communication network of Buyers and Users can quickly distribute issues and perceived failures that will affect the decision making process for new business. P&G needs to be educated on our technology vs. the competition. My corporate contact is primarily focused on manufacturing needs and not warehousing. P&G has a fragmented structure for warehousing making it difficult to create corporate relationships.

OPPORTUNITIES:

Continued corporate growth and financial success allow P&G sites reasonable capital budgets, but greater expense budgets. Their fleet is aged and requires update ~ they need to spend less fixing the units and spend more capital updating equipment. Their use of 3PL providers continues to increase and consistent local follow up is required to insure that we are in all deals.

THREATS:

The buyer group will solicit competitive quotations with each bid, but it is the local users that will make the decisions. Lead time, SPED issues, and quality have soured many plants ~ we need to sell, sell, sell. We have lost share over the years as P&G has outsourced its logistic needs to 3PL companies, and we need to insure that we understand each plants business as well as the decision makers.

STRATEGY:

Improve share position by developing high level NA relationships in the logistics portion of the P&G business. Develop relationships (locally and on a National level) with the third party logistics companies that have contractual outsourcing obligations for P&G. Dealer relationships and local efforts are the cornerstone of all opportunities; use local ITC events to promote competitive advantage.

