



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: PSS World Medical, Inc.

STRENGTHS:

- Contacts - Account Manager Has Large Database and Solid Relationships vertically throughout organization over a nine year business relationship.
- Personal Loyalty – Many people in the organization feel personal loyalty to Account Manager and thus will extend many opportunities for us to further the relationship.
- History – Nine year history of Sales of Raymond and Crown as well as 50% of the warehouse racking systems were designed, sold, and installed by current account manager.
- Understanding of Business – Because of History, a through understanding of the customers business environment is present thus efficiency increases and value adds that are not easily seen or fulfilled are realized.
- Product Fit – The product line of Hyster Company now fits nicely with PSS requirements, Man Up Turret truck, Wire Guided 36 Volt Orderpickers, High Productivity Reach and Deep Reach Trucks, Stand Up Counterbalance Trucks, and Electric End Rider Pallet Trucks.

WEAKNESSES:

- Lack of Product History – Company and products have never been exposed to the customer local or management team.
- Market Presence – Lack of significant market share for reference.
- Dealer Strength @ Corporate Office – Barloworld – Jacksonville has never called on PSS and does not have significant market presence in the Duval County installed base or industry groups and organizations.
- John Wannamaker – Fleet Manager – 6 Months on the job, no relationship, PepsiCo background.
- Rental Fleet, Wire-Guided Orderpickers – Lack of significant number of Wire-Guided Orderpickers in Dealer Fleet offers challenges for opportunities short-term.

OPPORTUNITIES:

- Short term rentals, Inventory
- Long Term rental/ Proof of Performance
- 82 Lifts to be replaced this year
- Target Sites with less favorable view of Crown, Gahanna, OH





The Safe Choice

HYSTER COMPANY

Americas Division

THREATS:

- Crown's continual presence – recent factory visit by to management team
- Raymond viewed as second supplier – Put us squarely at number three
- Crown Fleetstats – Crown continuing to push for North American Fleet Stats and Crown Dealer/Branch aftermarket support on mixed fleet, Raymond/Crown.

STRATEGY:

- Continue to align with key internal personnel
- Visit all sites (52) by year end
- Continue to look for unhappy branches with product and support
- Show united front with strong dealer network
- Rent, Rent, Rent, Paid Demos

