



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Parker Hannifin Corporation

STRENGTHS:

- Parker Hannifin Corporation headquartered in Cleveland, Ohio is a global leader in motion control technologies and systems. Hyster has been providing material handling solutions for many years to this type of company and is a leader in the Material Handling Industry.

WEAKNESSES:

- Low Hyster Installed Base
- No established contacts at corporate or user locations needed to pursue short and long term business opportunities.

OPPORTUNITIES:

- Present Hyster Brand and Dealer capabilities to meet and exceed user location expectations.

THREATS:

- Although Hyster products meet or exceed many of our competitor's productivity and cost of operations our lack of market share and presence will have to be addressed and overcome

STRATEGY:

- Sales calls at corporate and user locations to establish relationships and build awareness of Hyster products and dealer capabilities.

