



HYSTER COMPANY

Americas Division

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

ACCOUNT: *PARKER HANNIFIN*

STRENGTHS:

- Heavy manufacturer that fits into traditional strength of Hyster and dealers

WEAKNESSES:

- Not requesting any quote activity

OPPORTUNITIES:

- Undetermined at this time.

THREATS:

- Unknown

STRATEGY:

- Make initial contact and begin communication in order to begin to service this new account

