



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: PepsiCo

STRENGTHS:

- Many of the Pepsi facilities especially the bottling and distribution facilities have Hyster equipment that has performed well in high throughput operations
- Pepsi facilities and distributors receive National Account pricing as if we were an approved vendor

WEAKNESSES:

- Hyster is not an approved vendor

OPPORTUNITIES:

- Individual Pepsi bottling and distribution facilities have chosen to issue purchase orders direct rather than through corporate purchasing program
- Call on distributors without being an approved vendor

THREATS:

- Unknown

STRATEGY:

- National Account to continue to call upon corporate for vendor approval
- Encourage Hyster dealers to call on the distributors to win the service business and investigate potential for new equipment sales
- National Accounts to call upon Quaker Oats corporate for vendor approval

