HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: *Poly One*

BACKGROUND:

Poly One is a manufacturer and distributor of polymer products. Their net income in 2007 was $7.1 million off revenues of $2.6 billion and a 6% sales increase. They anticipate a 10% - 12% increase in sales in 2008, particularly as a result of their recent acquisition of GLS – a well known geothermal plastics company. Their product line includes 35,000 different items.

They are headquartered in NE Ohio, and they have 51 manufacturing facilities and 13 warehouse facilities in 20 countries.

Hyster was involved in a lengthy bid process a couple of years ago that ended up going nowhere when they released the third party company that was running the bid for them. We have just learned that they have hired a new third party agent and will be looking at their fleet again.

STRENGTHS:

- We have the full product line to support all their needs.
- We have some name recognition with them due to the earlier bid.
- They were more impressed with us than Yale the first time around.

WEAKNESSES:

- They have not had interest in talking with us this year. I call our contact about every two months to see if anything is happening. They indicate that they are not ready to talk with us about a national account relationship but that may change in the future.

OPPORTUNITIES:

- We have the opportunity to become part of their fleet analysis process.

THREATS:

- Yale and Toyota will both be players at this customer.

STRATEGY:

- I have been calling the contact, Rita Schweibinz, and will continue to stay in touch with her. Q1 – Q4
- I will research if they have made purchases this past year. Q1
- I will visit local facilities with local dealers to see what equipment possibilities there are in 2009. Q1 – Q3 Goal – 2 visits per quarter.

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