



The Safe Choice

HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Enter Account Name

BACKGROUND:

RR Donnelley is the world's premier full-service provider of print and related services, including document-based business process outsourcing.

STRENGTHS:

- Good relationship with corporate.
- Hyster products and dealers

WEAKNESSES:

- Lack of Hyster presence at many plants.
- RR Donnelley's inability to replace their aged fleet.

OPPORTUNITIES:

- The Fortis product and AC electric product.
- Fleet. Finding ways to help them reduce their operating cost.
- Leases are set to expire on a lot of the equipment in 2009.

THREATS:

- RRD buys solely on price.

STRATEGY:

Continue to work with corporate and demonstrate our value-added approach. Be a cost saving supplier to RRD. Need to develop a cost saving approach to RRD. All trucks should be quoted with Full Maintenance from Hyster Fleet Services.

