



The Safe Choice

HYSTER COMPANY

Americas Division

SWOTS 2009

Account: Amazon.com

BACKGROUND:

The company's global headquarters is located on Seattle's Beacon Hill. It has offices throughout other parts of greater Seattle including Union Station and The Columbia Center. Amazon has announced plans to move its headquarters to the South Lake Union neighborhood of Seattle beginning in mid-2010, with full occupancy by 2011. This move will consolidate all Seattle employees onto the new 11-building campus.

Fulfillment and Warehousing

Fulfillment centers are located in the following cities, often near airports:

North America:

- Arizona, USA: Phoenix
- Delaware, USA: New Castle
- Indiana, USA: Whitestown, Munster
- Kansas, USA: Coffeyville
- Kentucky, USA: Campbellsville, Hebron (near CVG), Lexington, and Louisville
- Nevada, USA: Fernley and Red Rock (near 4SD)
- Pennsylvania, USA: Carlisle, Chambersburg, Hazleton, and Lewisberry
- Texas, USA: Dallas/Fort Worth
- Ontario, Canada: Mississauga (a Canada Post facility)

STRENGTHS:

- Hyster Manufacturer's full range of material handling products

WEAKNESSES:

- We are not currently the primary supplier of their material handling equipment
- Awareness of Hyster Product
- Target Account, no relationship at this time

OPPORTUNITIES:

- Implement National Account contract
- Customer interested in fleet programs

THREATS:

- Existing suppliers have been getting their business for some time

STRATEGY:

- Coordinate with local Hyster General Manager's and Sales Manager's for site visits and demonstration of Hyster Products
- ITC Events

