



HYSTER COMPANY

Americas Division

SWOTS 2009

Account: Dawn Food Products, Inc.

BACKGROUND:

Dawn is the only full-line, full-service bakery supplier with the single-source production and distribution system to support your operation – throughout North America and globally. Our unique foodservice bakery capabilities and services include:

- Producing high quality, consistent bakery products
- Proactively analyzing market trends to exceed our customers' and consumers' needs
- Providing bakery expertise – our dedicated marketing, sales, culinary, and new product development teams are the most knowledgeable in the industry
- Offering products that simplify labor and solve operational issues

STRENGTHS:

- Hyster Manufacturer's full range of material handling products.
- Recent opportunity to proposal and demo equipment

WEAKNESSES:

- We are not currently the primary supplier of their material handling equipment.
- Awareness of Hyster Product

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

Links: http://www.dawnfoods.com/public/managed/about_us/capabilities/index.asp

