



HYSTER COMPANY

Americas Division

2009 SWOT

Account: PACCAR

BACKGROUND:

PACCAR is a global technology leader in the design, manufacture and customer support of premium light-, medium- and heavy-duty trucks under the Kenworth. The company also provides customized financial services, information technology and truck parts related to its principal business. PACCAR delivers its products and services to customers worldwide through an extensive dealer network of nearly 1,800 locations. PACCAR International sells the company's products in more than 100 countries and is expanding its dealer network in Asia and throughout the world. Approximately half of PACCAR's revenues and profits are generated outside the United States.

STRENGTHS:

- Hyster Manufacturer's full range of material handling products. We are able to provide them with a single source supplier.
- Some strong established relationships in Europe.

WEAKNESSES:

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

OPPORTUNITIES:

- We are currently in process of completing a Global contract
- Some dissatisfaction with current equipment and service provider (Yale).

THREATS:

- Existing suppliers have been getting their business for some time.
- Coordinating the quote process with all of the Global Hyster dealers and getting them all on the same page.

STRATEGY:

- Coordinate with local Hyster service manager's site visits and introductions to the local managers.

