



HYSTER COMPANY

Americas Division

SUBJECT: 2009 S.W.O.T.S. Analysis

ACCOUNT: Alcan Corporation

Alcan Corporate Contact: Mr. Trevor Davis - Chicago, IL.

Hyster Account Manager: Scott O'Brien

Hyster Account Administrator: Sammie Starr

Hyster Industry Manager: Jerry Davidson

Account Profile:

Alcan has some 68,000 employees, including its joint ventures, in 61 countries and regions. With its head office in Montreal, Canada, Alcan is a public company traded on the Toronto, New York, London, Paris and Swiss stock exchanges. There are 116 Alcan locations in North America and Mexico.

STRENGTHS:

- Hyster has a presence at some Alcan locations.
- Hyster Capital established a Master Lease Agreement.

WEAKNESSES:

- No Alcan Corporate Champion.
- Hyster does not have a corporate sales agreement with Alcan

OPPORTUNITIES:

- I met with Trevor Davis who is willing to negotiate a Alcan - Hyster Sales Agreement

THREATS:

- Caterpillar and Toyota primary suppliers.
- Alcan is selling off many of their packaging facilities.

STRATEGY:

- 1) First quarter 2009 negotiate a sales agreement with Trevor Davis

