



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Quebecor-Target

STRENGTHS:

Specific regional dealer presents along with EOL Hyster opportunities give us some customer visibility.

WEAKNESSES:

They have a National Relationship with Yale and Toyota, no 2007 orders and minimal corporate dialogue.

OPPORTUNITIES:

Contract with Toyota and Yale is nearing it's end, expect an RFQ to be issued within next 12 months.

THREATS:

Yale and Toyota have had the opportunity to develop local and national relationships.

STRATEGY:

I will work to improve the corporate relationship with the account champion, Mr. Joe Friddle. Many dealers have positive local relationships, and these have allowed continued service and allied sales opportunities - Dealer relationships and local efforts will be the cornerstone of all opportunities - I would urge Hyster dealers to insure that their local Quebecor accounts are aware of Hyster presence and understand what your dealership can offer in full.

