



The Safe Choice

HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Saddle Creek Corporation

STRENGTHS:

- Products - Hyster has the largest product offering to meet all of their application needs. XN product exceeds all competitors' performance and efficiency statistics.
- Dealer Relationships – Our relationships with our dealer network should allow us to partner and focus on attaining unified goals.
- Application Knowledge– The Hyster team has the knowledge to help manage and promote change as necessary based on application requirements and needs.
- Attitude – Because we have not gotten complacent with the business we have no pretence in securing and working hard towards achieving the mutually agreed on objectives.
- Hyster Fleet Services – Our group boasts one of the strongest fleet offerings in our industry.
- Personal Relationships – Tom Nepute and prior relationship

WEAKNESSES:

- Relationships – Hyster is new to the account and has very limited relationships corporately and divisionally.
- Installed Base – Hyster only a handful of installs with customer with no real performance and costing data to fall back on.

OPPORTUNITIES:

- Short term rentals
- Fleet Services
- 2009 RFQ

THREATS:

- Toyota – The installed base and Anheuser Bush relationship may be a hurdle.
- Clark – Ogden of Atlanta has a long-term relationship with Regional VP management.

STRATEGY:

- Continue to align with key internal personnel
- Visit sample sites to get closer to the applications.
- Show united front with strong dealer network
- Get Hyster Fleet Services engaged.
- Continue to value add products and services.
- Show added profit to Saddle Creek business model and current contracts with Hyster products and services.

