



The Safe Choice

HYSTER COMPANY

Americas Division

SUBJECT: 2007 S.W.O.T. Analysis

ACCOUNT: Schenker

STRENGTHS:

Schenker has a National Relationship with Hyster and Yale, and are dealt with via Toyota and Raymond on a local case by case basis. Hyster's introduction to Schenker came via the P&G relationship and their integration into P&G's structure as a 3PL.

WEAKNESSES:

Hyster relationship is new and as a result I am working on learning needs, goals, as well as building relationships. Their National Material Handling expert is seemingly a big fan of Raymond equipment, and Schenker's Procurement Manager has been hard to read and develop a relationship with.

OPPORTUNITIES:

LOTS and LOTS - Schenker continues to grow and integrate into P&G and other accounts. I need to build the corporate relationship so that we have improved organizational visibility and product presence. Schenker has other divisions that are yet untapped by Hyster - this account needs to be developed Locally and Nationally.

THREATS:

It is hard to define the Threats as the account is new. Raymond's influence for class 2&3 is problematic, and recent losses support this as a tangible issue.

STRATEGY:

I will work with Corporate to build the Hyster relationship and create both product, program, and dealer visibility. I ask that the dealer builds local relationships...look to service and aftermarket opportunities to insure and support sales growth. Dealer relationships and local efforts are the cornerstone of all opportunities.

