



## **HYSTER COMPANY**

*Americas Division*

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

ACCOUNT: SCHNEIDER ELECTRIC

### STRENGTHS:

- Heavy manufacturer that fits into traditional strength of Hyster and dealers

### WEAKNESSES:

- Not requesting any quotes or any other activity

### OPPORTUNITIES:

- Undetermined at this time.

### THREATS:

- Unknown

### STRATEGY:

- Make initial contact and begin communication in order to begin to service this new account

