



## HYSTER COMPANY

*Americas Division*

**SUBJECT:** 2009 SWOTS Analysis

**ACCOUNT:** *Enter Account Name*

**STRENGTHS:**

- Corporate has been introduced to Hyster Product and Services
- We have vendor approval

**WEAKNESSES:**

- Hyster is not well known in the account
- Previously a Toyota account

**OPPORTUNITIES:**

- Corporate stated the vendor approval goes through the Regional Mangers
- 150 trucks to be bid in December 08 – Bid and put on hold
- We have the ear of corporate

**THREATS:**

- Unknown

**STRATEGY:**

- National Accounts to provide information to dealer on locations
- National Accounts to call on corporate November 08 for demo purpose and Fleet introduction

