



The Safe Choice

HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Shenker

STRENGTHS:

Fair Corporate relationship; Hyster viewed as global provider.

WEAKNESSES:

Their National Material Handling expert is aligned with Raymond and Toyota, Schenker's Procurement Manager is strictly business and views his relationship as a NACCO relationship. Corporate will not direct a decision.

OPPORTUNITIES:

Schenker continues to grow, a recent purchase of BAX increased their global scale. Schenker has other divisions that are yet untapped by Hyster - this account needs to be developed locally and nationally.

THREATS:

Raymond, Toyota, and Yale have visibility and product presence.

STRATEGY:

I will work with Corporate to build the Hyster relationship and create product, program, and dealer visibility. I need to improve the Hyster product image so that we have increased organizational visibility and product presence. 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.

