



The Safe Choice

HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Silgan Containers

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, Nissan account

OPPORTUNITIES:

- Corporate stated the vendor approval goes through the local facilities

THREATS:

- Unknown

STRATEGY:

- National Accounts to provide information to dealer on locations
- National Accounts to continue working with corporate on a weekly basis for opportunities
- Become the first phone call for corporate to call when they need something
- Send product updates by e mail monthly

