



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: *SuperValu / Albertson's*

BACKGROUND:

SuperValu is a leader in the grocery retailing industry.

STRENGTHS:

- Developing relationship with corporate.
- Sold 4 reach truck units to a Sat Lake City DC.

WEAKNESSES:

- New to SuperValu.

OPPORTUNITIES:

- Demonstrating our new AC products as being the best in class.
- Get into those DCs and work with them. Corporate will allow us to get in the door.
- Supplier bid opens in June 2009.

THREATS:

- Raymond and Crown are the primary vendors. They are on the "preferred vendor" list, which expires in June 2009.
- Yale has sold them some equipment.

STRATEGY:

- Demo our products and strengthen our position with the DCs.

