



HYSTER COMPANY

Americas Division

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

ACCOUNT: *SuperValu*

BACKGROUND:

SuperValu is a leader in the grocery retailing industry.

STRENGTHS:

- Developing relationship with corporate.

WEAKNESSES:

- New to SuperValu.

OPPORTUNITIES:

- Demonstrating our new AC products as being the best in class.

THREATS:

- Raymond and Crown are the primary vendors.

STRATEGY:

I am meeting with their Strategic Sourcing department on the 3rd of August. More to come after the meeting.

