HYSTER COMPANY

Americas Division

SUBJECT: 2007 SWOTS Analysis

ACCOUNT: Swift Foods

<u>BACKGROUND:</u>

In September 2002, Swift & Company was created when Hicks, Muse, Tate & Furst Incorporated (now known as HM Capital Partners) and Booth Creek Management Corporation acquired majority interest in the fresh beef and pork processing business of ConAgra Foods, Inc. The ownership group purchased the balance of ConAgra Foods' interest in Swift & Company in September 2004. The deal makes Swift & Company the second-largest processor of both beef and pork in the world, and the leading Australian beef processor. Based in Dallas, HM Capital is a private equity firm that leverages its sector expertise to acquire, change and build strategically relevant businesses. The Firm has extensive experience, expertise and relationships in the energy, food and media sectors. Since its inception in 1989, the Firm has completed more than 150 transactions in these sectors for a total transaction value in excess of $26 billion. HM Capital is currently investing and managing a $1.6 billion fund.

<u>STRENGTHS:</u>

- Hyster Manufacturer's full range of material handling products. We are able to provide them with a single source supplier.

<u>WEAKNESSES:</u>

- We are not currently doing any business with Swift Foods.

<u>OPPORTUNITIES:</u>

- We have a good opportunity to differentiate ourselves with our AC powered jack with power steering.
- New and Improved class II product offering.

<u>THREATS:</u>

- Existing suppliers have been getting their business for some time.

<u>STRATEGY:</u>

- Make contact with corporate purchaser.
- Determine who at Swift Foods can authorize demos. and then arrange for some.
- Tour some Swift Foods facilities and learn their layout and product requirements and spec. preferences.
- Coordinate with local Hyster salesmen site visits and introductions to the local managers.

Hyster Company 1400 Sullivan Drive Greenville, NC 27834

Phone: 815-517-0411 Fax: 815-328-0501 www.hysteramericas.com