HYSTER COMPANY

Americas Division

SUBJECT: 2007 SWOTS Analysis

ACCOUNT: Sysco

BACKGROUND:

Since the initial public offering in 1970, when sales were $115 million, SYSCO - an acronym for Systems and Services Company - has grown to $30.3 billion in sales for fiscal year 2005. Operating from 170 locations throughout the contiguous United States and portions of Alaska, Hawaii, and Canada. In 1977 SYSCO surpassed its competitors to become the leading supplier to "meals-prepared-away-from-home" operations in North America. Since then, the industry it serves has expanded from $35 billion to more than $200 billion.

STRENGTHS:

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

WEAKNESSES:

- We are not currently doing any business with Sysco and are not on their preferred vendor list.
- Can not get on vendor list until the next RFP which is scheduled for March '08.

OPPORTUNITIES:

- Sysco buys approximately 500 pieces of equipment per year.

THREATS:

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

STRATEGY:

- Make contact with corporate purchaser.
- Start logging requests for Hyster products from all Sysco facilities
- Tour some Sysco facilities and learn their layout and product requirements and spec. preferences.
- Coordinate with local Hyster salesmen site visits and introductions to the local managers.

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