



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Target Corporation

Target Corporate Contact: Todd Mihelich - Minneapolis, MN.

Hyster Account Manager: Scott O'Brien

Hyster Account Administrator: Sammie Starr

Hyster Industry Manager: Jerry Davidson

ACCOUNT PROFILE:

Target is an upscale discounter that provides high-quality, on-trend merchandise at attractive prices in clean, spacious and guest-friendly stores. Target has 1591 Store in 47 states.

Target Customers Profile:

Median age group of 41

Median household income of approximately \$63k

Approximately 45% have children at home

About 48% have completed college.

STRENGTHS:

- Hyster does have a competitive warehouse products line in Class I,II & III
- Hyster UNISOURCE™ Parts Program
- Hyster training programs for Target Technicians.

WEAKNESSES:

- Perceived weakness in Class II & III Products.
- No installed base within Target

OPPORTUNITIES:

- Warehouse ITC Events.
- UNISOURCE Parts Program
- Parts Consignment
- Possible TARGET RFP for Lift trucks

THREATS:

- Perception that Hyster is not in the warehouse business
- Hyster does not have a complete line that will meet all of Targets material handling requirements





The Safe Choice

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STRATEGY:

- I will keep in close touch with GM and offer assistance wherever we can, in order to maintain as close a relationship as possible while they work through their crisis. Q1 – Q4
- I have invited GM to ProMat. It is unclear if anyone will be able to attend. I will demo the new electric line in GM plants. Q1
- If GM's financial status brightens, I will pursue an agreement through GM Worldwide Purchasing to try to avoid them continuing their bid process. Q2 – Q4
- I will visit local plants with local dealers to keep them aware of our relationship with GM and our plans to keep that relationship in the future. Q1 – Q4 Goal 2 visits per quarter

