



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Textron, Inc.

BACKGROUND:

Textron, Inc. is involved in aviation – through its Bell Helicopter and Cessna divisions, and its liquid and fluids division, which includes recognizable names such as Greenlee, EZ-Go and Jacobsen. They are ranked 190 on the Fortune 500 list. They have revenues of \$11 billion per year. They have 40,000 employees in 32 countries. They are headquartered in Providence, Rhode Island (although my purchasing contact is at Cessna in Wichita, KS).

STRENGTHS:

- We have the full product line to support all their needs.
- They have heard good things about us from my former contact.

WEAKNESSES:

- They do not have a centralized program yet. They keep getting diverted to other business needs. I don't think mobile equipment is a big priority for them, although they do have interest in cost savings possibilities.

OPPORTUNITIES:

- Textron has a medium sized fleet (probably 150-200 trucks). I don't think they're certain of what they have, and that's an opportunity for us to help with fleet surveying and analysis.
- One of their subsidiaries, Kautex, recently conducted a bid. We are part of the bid process, anticipating a second round.

THREATS:

- Toyota and Cat will be involved with this customer. We will need to be aggressive to realize business with Textron.

STRATEGY:

- I am in contact with Mark Miller, who has been conducting the bid process for Kautex. I am inviting him to Pro Mat to see the new electric line. I will meet with him as the bid progresses, and will work through him to find other Textron, Inc. contacts. Q1
- I'll make local contacts at Textron / Bell / Jacobsen, etc. facilities. I will visit as possible with dealers in these areas. We want our name known at the local level so it filters up to corporate when they're ready for an agreement. With the help of local dealers, we will offer fleet survey and demo assistance. Q2, Q3 – goal of 3 visits per quarter.

