



The Safe Choice

HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Total Logistic Control

BACKGROUND:

TLC is one of the largest and most trusted 3PL organizations serving the manufacturing and retail industries. They are an independent logistic arm of SuperValu (one of the world's largest retailers).

STRENGTHS:

- Developing relationship with corporate.
- ConAgra success. TLC handles the DCs for ConAgra Foods.
- AC products.
- Hyster has been rewarded a couple of the start up operations.

WEAKNESSES:

- Perception that Hyster products are inferior to Raymond and Crown with Class II and Class III products.
- Lead times. Often, as they develop new customers, they are awarded contracts and are expected to start the distribution needs within a month. We need to be able to meet those demands.

OPPORTUNITIES:

- Our new AC product, although they would like to see an update to the E30-40HSD.
- Developing relationship with corporate.
- Being a value-added supplier to them.
- A lot of start-up business. We need to be quick to respond.

THREATS:

- Our lead times.
- Being new to the warehouse business, we need to develop a strong value-added philosophy to them.

STRATEGY:

Continue to work with corporate and demonstrate our value-added approach. Work with them in a proactive manner. Being able to meet their immediate need is a must. Present to them a fleet management system with them doing the work and we provide them with the reporting metrics.