



The Safe Choice

HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Tyson Foods

BACKGROUND:

Tyson Foods is one of the largest processed meals producers in the U.S. They also produce flour and corn tortillas, taco shells, and chips, and culinary foods, which provide specialty frozen foods to foodservice customers. The company is headquartered in Springdale, Arkansas.

STRENGTHS:

- Still have corporate presence within Tyson corporate.
- Several dealers have strong local relationships.
- We understand their plant operations
- Product loyalty is still very strong at many of the Tyson facilities.
- Hyster is the only supplier of Class IV and V products.

WEAKNESSES:

- Crown is now the only provider for ALL electric products.
- Out for bid to all vendors in 4th quarter 2008.

OPPORTUNITIES:

- Crown has made several mistakes at a few influential locations.
- Hyster AC product is now being introduced to Tyson.

THREATS:

- Diminishing relationship with corporate over Hyster Capital and dealer issues. The Hyster Capital issues have been resolved, but a few dealer issues are still outstanding.
- Toyota products are starting to be introduced to Tyson.

STRATEGY:

Tyson operates in a very abusive environment. Understanding their business needs is a must. We need to offer Tyson a total fleet management solution, whether full maintenance or maintenance assurance. We need to start working on this for the 2009 RFP (it will be here before we know it). Our fleet management discussions should focus in part, on regional maintenance programs, including fixed labor and guaranteed maintenance rates. The goal is to help Tyson Foods control their fleet cost.