



HYSTER COMPANY

Americas Division

SUBJECT: 2007 S.W.O.T. 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. The company recorded a net loss of \$196 million for fiscal year 2006 compared to earnings of \$372 million in 2005.

STRENGTHS:

- Still have corporate presence within Tyson corporate.
- Several dealers have strong local relationships primarily in the mid-west regions.
- Product loyalty is still very strong at many of the Tyson facilities.
- Hyster is the only supplier of Class IV and V products.

WEAKNESSES:

- The local relationship in the Southern regions has diminished.
 - Crown is now the only provider for ALL electric products.
- We have experienced some difficulties with regard to customer service levels.

OPPORTUNITIES:

- Crown has made several mistakes at a few influential locations.
- New AC product is now being introduced to Tyson.
- The contract for their current suppliers (Hyster and Crown) will expire at the end of the 2008.

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.





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STRATEGY:

Tyson operates in a very abusive environment. We need to offer Tyson a total fleet management solution. Since we understand their business environment, we need to be prepared to put high level fleet management systems on all their trucks. These systems will need to provide us with data such as whether or not they are charging batteries, abuse, and hour meter reading. 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.

