



*The Safe Choice*

## **HYSTER COMPANY**

*Americas Division*

**SUBJECT: 2009 SWOTS Analysis**

**ACCOUNT: Unilever**

**BACKGROUND:**

Unilever is one of the world's leading suppliers of fast moving consumer goods across Foods and Home and Personal Care categories. The food segment of the business operates in two main groups...1) Savory, dressings, and spread and 2) Ice Cream and Beverages. Home and Personal Care also operates in two main groups...1) Personal Care and 2) Home Care

**STRENGTHS:**

- Good relationship at with local sites.
- Re-establishing relationship at many plants.
- Approved as secondary vendor to Toyota.

**WEAKNESSES:**

- Toyota is the primary vendor.
- Still a few plants that do not want the Hyster product.
- Pricing against the Toyota product (especially the 3-wheel sit down)

**OPPORTUNITIES:**

- Can sell them a few Class II and III products.
- They are looking to help control cost through a centralized fleet program and guaranteed savings.

**THREATS:**

- Working with a consultant group...IBM Sourcing.

**STRATEGY:**

We need to present a fleet saving opportunity to them. We are able to do this through our fleet program and parts pricing program.

