



HYSTER COMPANY

Americas Division

SUBJECT: 2007 S.W.O.T. 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 corporate.
- Re-establishing relationship at many plants.
- Currently up against Toyota to be the primary vendor.

WEAKNESSES:

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

OPPORTUNITIES:

- On April 24th will be presenting to Unilever to be the primary vendor.
- They are looking to help control cost through a centralized fleet program and guaranteed savings.

THREATS:

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

STRATEGY:

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

