



HYSTER COMPANY

Americas Division

SUBJECT: 2007 S.W.O.T.S. Analysis

ACCOUNT: *Walgreens*

STRENGTHS:

- This is a Target Account and at this time we have made very inroads.
- One location has been to our invitation to compare and was very impressed with our reach and turret trucks, which has lead to a demo (in process).

WEAKNESSES:

- Unknown Company and product line

OPPORTUNITIES:

- Reach Truck and VNA
 - o Some locations have become unhappy with Crown trucks and their service. They are currently looking for another vendor, who has the capability to replace them.

THREATS:

- Not being aggressive enough to introduce Walgreens to our company and product line. We have a small window, which we must take advantage of at all levels

STRATEGY:

- Successfully demonstrate of our turret truck in Wisconsin
- Successfully demonstrate our total capabilities to Ed Grant, Corporate Engineer / Meeting scheduled for the end of August

