



HYSTER COMPANY

Americas Division

SUBJECT: 2007 SWOTS Analysis

ACCOUNT: WHIRLPOOL

BACKGROUND:

Whirlpool has remained fairly strong considering the housing downturn. The recent acquisition of Maytag does not seem to have had a dramatic effect on production at the larger Whirlpool locations. Some production volumes have been increased due to the closure of some Maytag facilities. Corporate is in Benton Harbor, MI. Fork lifts are managed by a new manager who points to TFS as his supplier.

STRENGTHS:

Strengths at the account are few. There do still remain numerous Hyster units in the Whirlpool organization and a few locations do have a working relationship with local dealers. We have recently placed some units into the Marion, OH manufacturing facility where Bohl is active.

WEAKNESSES:

Weaknesses include our initial discussion with TFS. Early response to TFS was not positive and TFS has not totally forgotten. And, there does exist a strong relationship with Toyota. Yale has also been successful with TFS. Unresolved product issues with Cooper Tire, another account serviced by TFS, may have some bearing on any possible commitment on the behalf of TFS.

OPPORTUNITIES:

Opportunities include a few locations that are not totally on board with TFS although Whirlpool corporate does promote TFS. We need to meet Eduardo Jimenez the corporate manager for whirlpool in Benton Harbor and promote our capabilities and work in conjunction with TFS.

THREATS:

Threats include the influence of competition to TFS and product issues as mentioned above.

STRATEGY:

Strategy includes a trip to Benton Harbor as mentioned above and to Toledo to solicit business first hand from TFS. We must continue to build a relationship with TFS. I have a good relationship with most of the folks at TFS and need to enhance further. Some discussion of our capabilities with TFS may also be appropriate.

