



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Barnes & Noble

BACKGROUND:

Barnes & Noble is the only bookseller with a fully operational multi-channel strategy – with retail locations from coast to coast and an online subsidiary, Barnes & Noble.com. In addition to innovations in retailing, Barnes & Noble has also expanded its approach to bookselling and the products it offers through its self-publishing program.

STRENGTHS:

- Stronger offerings in class II and III product allow for improved visibility in distribution operations.

WEAKNESSES:

- Existing competitive relationships supported by long term successes.

OPPORTUNITIES:

- ITC events illustrate the potential to improve (reduce) operational costs and support our improved market position.

THREATS:

- Crown and Raymond are proven suppliers and Hyster is the unknown...we need a win at one location to help foster improved long term opportunities.

