**HYSTER COMPANY**

*Americas Division*

**SUBJECT:** **2009 SWOTS Analysis**

## ACCOUNT: *Bed Bath & Beyond*

### BACKGROUND:

Founded in 1971, Bed Bath & Beyond Inc. and subsidiaries is a chain of retail stores operating under the names Bed Bath & Beyond in the United States and Canada, as well as, Christmas Tree Shops, Harmon, Harmon Face Values and buybuy BABY in the Untied States. Through a joint venture, the Company also operates retail stores in Mexico under the name “Home & More”. The Company sells a wide assortment of merchandise principally including domestics merchandise and home furnishings as well as food, giftware, health and beauty care items and infant and toddler merchandise. The Company's over 1,000 stores principally range in size from 20,000 to 50,000 square feet, with some stores exceeding 80,000 square feet. The Company’s objective is to be the customer’s first choice for products and services in the categories offered, in the markets in which the Company operates. The Company’s strategy is to achieve this objective through excellent customer service, an extensive breadth and depth of assortment, everyday low prices, and introduction of new merchandising offerings and development of its infrastructure. Shares of Bed Bath & Beyond are traded on NASDAQ under the symbol “BBBY” and are included in the Standard and Poor's 500 and Global 1200 Indices and the NASDAQ-100 Index. The Company is counted among the Fortune 500 and the Forbes 2000.

### 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.

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