



The Safe Choice

HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: BlueLinx (Cerberus)

STRENGTHS:

Hyster Company has had great visibility with BlueLinx for several years as this company was previously a division of Georgia Pacific. We have strong ties to their National Maintenance Manager, and he has great strength within their organization and supports our product. No 2008 business as driven from dismal housing and economic performance.

WEAKNESSES:

Corporate has driven standard specification and unit configurations - many locations would prefer to use Pneumatic units and have developed dissatisfaction not with our product but with the system. Nothing booked / nothing lost for 2008.....poor economy has reduced company to 50% of its former size.

OPPORTUNITIES:

Hyster Company was ranked 1st in the recent 4Q7 internet auction.

THREATS:

The BlueLinx organization is a tight group that shares information quickly. Good news travels slowly, bad news travels quickly - their Corporate Champion is technically strong and monitors all aspects of local service issues.

STRATEGY:

Push the products and build relationships with corporate and local facility managers. We need to keep all product enhancements in front of the local customer - Dealer relationships and local efforts are the cornerstone of all opportunities. Sales opportunities will be poor for 2009 due to economic climate.

