



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Guardian Industries

STRENGTHS:

- Hyster product line meets and exceeds application requirements
- Hyster dealer Network will exceed customer expectations as a full line supplier
- Assistance given this year to corporate in European orders and changes to orders in Kingsburg, CA prior to shipment from Greenville

WEAKNESSES:

- Decentralized Purchasing
- Low Hyster installed base

OPPORTUNITIES:

- Building Product Division Plants and Distribution Centers Headquartered out of Greenville, SC currently using Cat

THREATS:

- Resistance to change current suppliers
- Continued competitive pressure from Cat and Toyota

STRATEGY:

- Finalize National Account Agreement with Corporate Purchasing
- Build awareness thru sales calls and purchasing assistance at user locations

