



The Safe Choice

HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Home Depot, Inc.

STRENGTHS:

- Products - Hyster has the largest product offering to meet all of their application needs.
- Dealer Relationships – Our relationships with our dealer network should allow us to partner and focus on attaining unified goals.
- Application Knowledge– The Hyster team has the knowledge to help manage and promote change as necessary based on application requirements and needs.
- Attitude – Because we have not gotten complacent with the business we have no pretence in securing and working hard towards achieving the mutually agreed on objectives.
- Hyster Fleet Services – Our group boasts one of the strongest fleet offerings in our industry.

WEAKNESSES:

- Relationships – Hyster is new to the account and has very limited relationships corporately and at the store and DC levels.
- Installed Base – Hyster has had limited success at the large retail consumer goods customers.

OPPORTUNITIES:

- Short term rentals
- LDC Demo
- LDC's – Cat equipment is not living up to promise.

THREATS:

- Crown/Toyota/Raymond/Cat – The installed base and all have relationships. Toyota will be especially aggressive with the shift to stand up CB trucks in the DC's and they are not viewed as having a viable solution
- Economy – Stock prices have been sliding significantly in recent months which will limit cash flow.

STRATEGY:

- Continue to align with key internal personnel
- Visit sample sites to get closer to the applications especially LDC's.
- Show united front with strong dealer network
- Get Hyster Fleet Services and Hyster Capital engaged.
- Catch CAT when they are not expecting it.
- Leverage relationship with Alex May





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