



HYSTER COMPANY

Americas Division

SUBJECT: 2007 S.W.O.T. Analysis

ACCOUNT: IRON MOUNTAIN

STRENGTHS:

- Fast growing company.
- Paper handling and recycling operations fall into core competencies of long standing Hyster customers.

WEAKNESSES:

- Very little quote activity is being generated
- No apparent corporate purchasing focus or centralized buying program

OPPORTUNITIES:

- Get engaged in the purchases that are being generated by the local facilities.
- New equipment alternatives to used equipment buys especially through leasing.

THREATS:

- No change.

STRATEGY:

- Get lines of communication established at Iron Mountain corporate purchasing.
- Encourage Hyster dealers to call on Iron Mountain facilities.
- Encourage corporate purchasing to investigate alternative financing and acquisition methods will free up capital for growth.

