



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Masco Corporation

STRENGTHS:

- Hyster Company's full product line in all five classes important to Masco Corporate Purchasing in establishing new National Account Agreements
- Hyster Dealer capability for support at user locations

WEAKNESSES:

- Terms and conditions offered by Crown perceived to be more favorable than Hyster
- Decentralized purchasing results in many competitive brands of trucks at user locations

OPPORTUNITIES:

- Masco will be entering into agreements with two manufacturers in first quarter 2009

THREATS:

- Economic downturn in the housing market has had a negative impact on Masco earnings and resulted in massive cutbacks in personnel at both corporate and division levels

STRATEGY:

- Continue to build relationship with Bob Deming at Corporate
- Develop favorable agreement to present in early January

