



HYSTER COMPANY

Americas Division

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

ACCOUNT: NATIONAL EQUIPMENT SERVICES

STRENGTHS:

- Long time Hyster user with mechanics and customers used to our product and dealer network.
- NES is gaining name recognition and depth in supporting the construction industry especially road construction.

WEAKNESSES:

- Primary lift truck customers are around Detroit in the automotive industry which is very soft and getting weaker.
- Certain customers request Doosan.

OPPORTUNITIES:

- The NES Rentals facilities around the country are buying more lift trucks, where traditionally Detroit was the primary location for lift trucks at NES.
- NES can help to expand Hyster's footprint in the construction industry.

THREATS:

- Outside of Detroit, NES does not have the level of experience in buying and servicing Hyster.
- As a rental house, NES can be treated as a competitor rather than a customer by dealers.

STRATEGY:

- Stay close to the corporate purchasing group and get to know the regional asset managers better.
- Work to convince dealers that NES can help them as a customer especially in construction.
- Demo equipment at NES Rental facilities outside of Detroit.

