



The Safe Choice

HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Office 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
- Fleet Services

THREATS:

- Crown – The installed base and proximity of facilities to crown factory Branches could prove to be a significant hurdle to achieve the Fleet Services business
- 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.
- Show united front with strong dealer network
- Get Hyster Fleet Services engaged.
- Catch Crown when they are not expecting it.

