



HYSTER COMPANY

Americas Division

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

ACCOUNT: Office Depot

BACKGROUND:

Office Depot is a global supplier of office products and services. As of December 2005 the North American Retail Division operated 1047 stores in 49 states, District of Columbia, and Canada. These stores were served by 31 distribution centers.

STRENGTHS:

- Extensive Hyster Dealer Network
- New AC reach and AC walkie-rider might generate interest

WEAKNESSES:

- Currently supplied by Crown, will not give up status easily
- No history with Hyster (Modern sold one W40Z in 2004 to Queens location. Probably retail store)
- No contact with anyone in engineering or logistics group

OPPORTUNITIES:

- Office Depot will be consolidating down to 9-12 mega distribution centers in the 1.2 million square foot range.
- Quotation for new equipment to be released in the 4th quarter
- Opening 150 new stores in 2007
- Further expansions in Europe

THREATS:

- Right up Crown's alley, well know retailer with major distribution assets
- Mega DC's will have higher level of automation and less need for forklifts, leading to reduction of overall truck fleet.





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STRATEGY:

Continue to work on corporate purchasing contact. Email product information as well as pushing Hyster exclusive features like electric power steering on walkie/riders, powered regen lowering on reach trucks. Headquarters in Fort Lauderdale can pursue local contacts with Barloworld.

To get to decision makers might need out of the box ideas like cold calling on DC's, attending networking meetings. Standard networking through trade shows we have never attended like the National Conference on operations and fulfillment. Every 2 year Promat trade show is not enough frequency to make the proper contacts. Additionally joining WERC and participating in conferences will lead to these contacts.

With my consultant contacts I may have a way to get to the engineering group and determine what type of trucks will be needed. Networking at Georgia Tech Logistics Institute and WERC classes presents an opportunity to meet contacts outside of the purchasing department.

Like other major warehouse products users will require having the properly equipped demo units ready at a moments notice.

