HYSTER COMPANY

Americas Division

SUBJECT: 2007 SWOTS Analysis

ACCOUNT: PetSmart

BACKGROUND:

PetSmart, Inc. based in Phoenix, Arizona, is the leading chain of retail pet supply stores doing business in the United States and Canada with over 3.7 billion in annual sales. PetSmart is engaged in the sale of specialty pet supplies and services with more than 800 locations nation wide.

STRENGTHS:

- Hyster Manufacturer's full range of material handling products. We are able to provide them with a single source supplier.

WEAKNESSES:

- We are not currently doing any business with PetSmart
- Both Raymond and Crown appear to be heavily entrenched with customer.

OPPORTUNITIES:

- PetSmart buys approximately 75 – 125 pieces of equipment per year.
- We have a good opportunity to differentiate ourselves with our AC powered jack with power steering.
- New and improved class II and III product.

THREATS:

- Existing suppliers have been getting their business for some time.

STRATEGY:

- Make contact with corporate purchaser.
- Determine who at PetSmart can authorize demos. and then arrange for some.
- Tour some PetSmart facilities and learn their layout and product requirements and spec. preferences.
- Coordinate with local Hyster salesmen site visits and introductions to the local managers.
- Go after store business first, I believe this is our best opportunity.

Hyster Company 1400 Sullivan Drive Greenville, NC 27834
Phone: 815-517-0411 Fax: 815-328-0501 www.hysteramericas.com