



HYSTER COMPANY

Americas Division

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

ACCOUNT: PROLOGIS

STRENGTHS:

- Largest holder of warehousing space in U.S.
- Creating warehouse parks that are becoming hubs for distribution
- Provide a number of added value services to their tenants

WEAKNESSES:

- Unsuccessful in implementing a lift truck purchasing and management program for their customers
- No program in place to purchase lift trucks or add lift trucks as a service to their tenants

OPPORTUNITIES:

- Dealers can meet with local park managers to become a referral from Prologis when their customers ask for lift trucks.

THREATS:

- No change. There is no program in place to purchase lift trucks and there is no management initiative to investigate reopening the lift truck program.

STRATEGY:

- Contact Prologis corporate at regular points to see if their policies have changed.

