



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Reliance Steel & Aluminum

STRENGTHS:

- Hyster has been providing solutions to material handling needs of like customers for many years
- Hyster Dealer Network positioned to best support user location needs
- Many user locations associated with Reliance Steel & Aluminum

WEAKNESSES:

- Decentralized purchasing
- One truck users at majority of locations

OPPORTUNITIES:

- Many locations throughout United States provide Hyster Dealers opportunities to become full line material handling supplier.

THREATS:

- Low price buyers
- Many different truck manufacturers being used
- Competitive pressure from Cat, Toyota, Yale building

STRATEGY:

- Complete National Account agreement with Joe Tulley, Manager of Supplier Programs in first half of 2009
- Work to improve awareness of Hyster products and Hyster Dealer capability at user locations

