



The Safe Choice

HYSTER COMPANY

Americas Division

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

ACCOUNT: Rite Aid

STRENGTHS:

New Class II and III offerings position Hyster for success at their multiple DC facilities, supported by strong class 1 product and industry presence.

WEAKNESSES:

Rite Aid has acquired Eckerd and Brooks pharmacies so their corporate direction may not yet have full influence over acquired DC's. The account is new to me and I have no corporate relationships, and am working to establish Hyster as a vendor with Corporate Supply Chain Management.

OPPORTUNITIES:

Rite Aid Corporation is one of the nation's leading drugstore chains and with the now-completed acquisition of Brooks Eckerd has annual revenues of more than \$27 billion and more than 5,000 stores in 31 states and the District of Columbia with strong presence on both the East and West coasts. Before the acquisition Rite Aid had annual revenues of \$17.5 billion and 3,332 stores in 27 states and the District of Columbia, with strong presence on both the East and West coasts. Seventy percent of the acquired stores are in 14 states where Rite Aid already operates, while Massachusetts, Rhode Island, North Carolina and South Carolina have been added to the company's national footprint. The 338 Brooks stores Rite Aid has acquired are located in Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, Connecticut and New York. The 1,516 Eckerd stores Rite Aid has acquired are located in New York, Pennsylvania, New Jersey, Maryland, Delaware, Virginia, West Virginia, Tennessee, North Carolina, South Carolina, Georgia and Ohio. The distribution centers are located in Atlanta, GA; Charlotte, NC; Philadelphia, PA; Dayville, CT; Syracuse NY and Bohemia New York. Rite Aid also acquired the Brooks Eckerd corporate headquarters in Warwick, Rhode Island.

THREATS:

Unknown

STRATEGY:

I will work to improve the corporate relationship and establish an account champion. Dealer relationships and local efforts will be the cornerstone of all opportunities - I would urge Hyster dealers to insure that their local Rite Aid/Brooks/ Eckerd locations are aware of Hyster presence and understand what your dealership can offer in full.

