



HYSTER COMPANY

Americas Division

ACCOUNT: Sears Holdings – (TARGET ACCOUNT)

BACKGROUND:

- 1) Sears / KMart purchase 20-40 Units a annually for the stores (Combination of new and used)
Current supplier Crown, Toyota & Big Joe.
- 2) K/Mart Garden Centers will use 5,000 LP Solid Pneumatic 3/Stage, No attachment, 42" forks
- 3) Safety items: Amber Strobe light, Backup Alarm (Gregg you were going to check on the traction speed controller)
- 4) Sears Stores: 3,000 3-Wheel Electric 3/Stage 42" forks
- 5) Sears and K/Mart both use Big Joe Walkie Stackers, motorized hand trucks for their stores

FLEET SIZE: 1,200 Units

PRIMARY LIFT TRUCK CLASSES: I III V

Retail and Hardware

STRENGTHS:

- Hyster established dealer base for service contracts
- Hyster full product offering

WEAKNESSES:

- Previously no Hyster National Account presences
- No relationship

OPPORTUNITIES:

- Planned Maintenance RFQ approximately 800 lift trucks - (Gregg will have Hyster added to the OEM list for the reverse auction event)
- Gregg will schedule with Sears Holdings Legal department a date and time to have a Conference Call with our legal department to review the Sears Holdings / Hyster Sales Agreement
- MDO Facilities: 29 New units 33 Reconditioned units 3,500 3-Wheel Units with Cascade Appliance Handler
- Sales Agreement are for 1 year





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THREATS:

- Will NMHG Legal agree to Sears Terms and Conditions
- Crown and Toyota are well entrenched

STRATEGY

- Conference Call with our legal department to review the Sears Holdings / Hyster Sales Agreement
- Start building a relations – invite to Invitation to Compare at United Lift

