



The Safe Choice

HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Staples

BACKGROUND:

Staples is the world's largest office products company. It is an office supplies retailer that sells its products through superstore concept. Recently purchased Corporate Express.

STRENGTHS:

- Corporate interest in Hyster.
- AC products.
- Recently awarded 31 trucks in 2007.

WEAKNESSES:

- Very new relationship with corporate.
- No experience between Hyster and Staples.
- Very strong relationship with Raymond.

OPPORTUNITIES:

- Our new AC product.
- Developing relationship with corporate.
- Being a value-added supplier to them.
- Local Raymond dealers falling down, thus providing us an opportunity.
- Demo of our new AC reach.
- Working with them regarding the late 2008 / early 2009 bid.

THREATS:

- Our lead times.
- Yale indicating the "same truck" philosophy. We need to make sure that those DCs are aware that the difference lies within us.
- Being new to the warehouse business, we need to develop a strong value-added philosophy to them.

STRATEGY:

Continue to work with corporate and demonstrate our value-added approach. They are upset with the total cost of ownership with Raymond. Need to do comparisons against Raymond to show that our product is built better and cost lower to maintain. Difference, in many cases, will be the dealer difference.