



HYSTER COMPANY

Americas Division

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

STRENGTHS:

- Very new relationship with corporate.
- Corporate interest in Hyster.
- AC products.

WEAKNESSES:

- 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.
- Presenting "Why Hyster" to corporate on April 10th.

THREATS:

- Our lead times.
- 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.

