



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Sunbelt Rentals (NationsRent)

BACKGROUND:

Sunbelt Rentals, a wholly-owned subsidiary of Ashtead Group plc, is one of the largest equipment rental companies in the U.S. Based in Fort Mill, S.C. serving commercial, residential, municipal and specialized service industries to weekend do-it-yourselfers. They offer a large network of locations in 35 states and the District of Columbia.

STRENGTHS:

- Rental visibility to Hertz, UR, and NES with large capacity equipment for HD construction requirements.

WEAKNESSES:

- Long term relationship with MCFA buying both CAT and Mistsubishi brands.

OPPORTUNITIES:

- Each location has the ability to determine the best supplier fit for their products...it's a general managers decision to determine the supplier.

THREATS:

- Corporate structure works to insure economies of scale drive down their price and support purchasing power with volume buys...difficult to not buy MCFA at the price they allegedly receive.

