



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Toys R US

BACKGROUND:

Toys"R"Us, Inc. is the world's leading dedicated toy and baby products retailer with more than 1,500 freestanding destination toy and baby specialty stores worldwide and a strong portfolio of e-commerce sites. The company currently sells merchandise through nearly 850 Toys"R"Us and Babies"R"Us stores in the United States, nearly 700 international stores in 32 countries

STRENGTHS:

- Stronger offerings in class II and III product allow for improved visibility in distribution operations.

WEAKNESSES:

- Existing competitive and alleged contractual relationship supported by long term successes. TRS DC managers have NO authority to execute a purchase decision for forklift equipment.

OPPORTUNITIES:

- ITC events illustrate the potential to improve (reduce) operational costs and support our improved market position. Corporate Director of facilities may participate in an ITC event.

THREATS:

- Crown is the primary suppliers and Hyster is the unknown...we need a win at one location to help foster improved long term opportunities.

