

■ Competitive Analysis

USRAC offers a custom version of the Model 70 bolt action rifle as well as the Model 94 lever action. Included in their line are express rifles, custom hunting rifles and highly embellished ornamental rifles, and pricing is significantly higher than competing Remington products. Listed at wholesale for more than twice the price of the Model 700 Safari line, the Model 70 Custom Express is chambered for heavy magnum calibers and features express sights and a selected walnut stock. The Model 70 Custom Sharpshooter II series features a composite stock and stainless action with heavy barrel. The heavy barrel Sharpshooter is most comparable to the 40XB KS and list for \$269 more at wholesale while the Sporting Sharpshooter lists for \$456 more than the comparable Model 700 Custom Mountain Stainless.

Ruger competes in the custom gun market with the Model 77 Magnum Express and Model 77 express rifles with both featuring express sights, barrel band, Circassian walnut and steel hardware. The Model 77 Express rifle is chambered for standard calibers while the Magnum Express is chambered for heavy magnums. *These rifles compete with the Model 700 Safari and list for \$125 more at wholesale.*

Unlike USRAC, Ruger and Remington, Dakota Arms exclusively builds custom rifles. They offer a single shot rifle, the Dakota 10 and a bolt action rifle, the Dakota 76. These rifles are available in a wide range of calibers including several unique Dakota magnums. The line of Dakota rifle sells for significantly more than Remington's line of custom rifles.

The remainder of the competition in this market comes from smaller custom gun builders such as H/S Precision, Robar and McMillian, along with a host of others. *The common threads across all of the successful participants in this market is quality and performance.*

Remington maintains the largest custom shop of the major US firearms manufacturers. With the exception of the Model 40X line, most of Remington's custom offerings are based on production models that are hand assembled and tuned by the custom gun builder to provide the level of performance required in this market at an attractive price. The Model 700 and Model Seven are offered in several custom configurations including composite stock big game rifles to dangerous game rifles as well as hand engraved high grade rifles. A custom version of the Model 700 ML is also available. The Model 40X family is a line of heavy