

resulted in an estimated 6%-8% pick up in market share for the Remington Arms Company. It is note worthy to mention that the Model 710 has captured approximately one-third of the entry level scoped rifle market with only two sku's. While demand appears to have peaked for now on these two sku's in 2003, the introduction of magnum calibers in 2004 should allow the Model 710 to maintain or slightly improve its market share position.

Issues critical to the continued success within this category are:

- *Improving and maintaining product quality*
- *Timely fulfillment of orders*
- *Ability to respond quickly to niche market opportunities and special makeup's*
- *Maintaining competitive positioning with respect to product cost and pricing*
- *Product centered advertising on core products to continue to "pull" product through the marketplace*

## **Competitive Outlook**

The following section addresses the three principle categories of centerfire rifles as stated earlier, Entry Level, Premium, and Specialty specifically as they relate to bolt-action centerfire rifles from a competitive perspective. In the bolt-action centerfire rifle category, Remington competes primarily with Ruger, Savage, Winchester, Browning and Weatherby on various fronts within the category.

### **Entry Level Centerfire (< \$500 retail) – Bolt-Action Rifles**

#### **Savage Arms**

Savage plays primarily in the entry level bolt action centerfire category. Primary product offerings are the **Model 10/11** series of firearms. Available in wood and synthetic versions, with and without detachable magazines, the Model 10/11 are known not for their styling, but for their reputation for solid performance at a low price. Savage also set the precedent for the scoped combo package guns, offering consumers with a platform that is ready to shoot straight from the box. Scoped combos are available in wood and synthetic versions, with and without detachable magazine boxes. The Remington Model 710 competes directly with Savage in the scoped combo arena.

#### **Winchester**

The Winchester **Model 70** is similar to the Remington Model 700 family in that variants exist to compete at various price points. Model 70 variants with "controlled round feed" based on the old Mauser style action are placed in the high end, while less costly "push feed" models make up the lower end of the spectrum. On the entry level front, Winchester offers the **Model 70 Super Shadow**. Featuring a synthetic stock with floor plate magazine, matte blued finish this "push feed" design is targeted toward the budget minded hunter. Winchester also offers an **exclusive scoped combo version of the**