

## ■ Competitive Analysis

*The market for autoloading shotguns has evolved over the past few years as a result of new products utilizing new technology.* The popularity of turkey hunting and increased use of heavy steel shot loads has driven much of the large bore product development. As a result of these new products, higher expectations for performance and reliability have been established.

*The major competition in the autoloading shotgun market includes Browning, Beretta, Mossberg and Benelli.* Consistent rumors within the trade indicate that Ruger is developing a new autoloading shotgun. USRAC (Winchester) discontinued the M/1400 a few years ago, and it is expected that it will be replaced by a clone of one of Browning's designs.

Mossberg participates in the low-end market with their M/9200. This product is a M/11-87 clone that is priced \$188 less than the M/11-87 at wholesale, after programs. Due to its less than desirable quality and performance, this gun is not viewed as a serious competitive threat.

*During the last five years Beretta, Browning and Benelli have introduced new autoloading designs that are eroding Remington's market position. The Browning Gold is a gas operated shotgun that is offered in 10, 12 and 20 gauges. Both the 12 and 20 gauge versions function 2 3/4" and 3" shells interchangeably. Mid-year 1997, Browning introduced a 12 gauge 3 1/2" version of the Gold Hunter that functions light 2 3/4" loads to 3 1/2" loads interchangeably. This offering sets a new standard in the autoloading shotgun market by providing all the same features as the current Gold Hunter including the same standard receiver size. With styling similar to the M/11-87 and weighing a half a pound less, the Gold is well balanced and offers features such as speed loading and an aluminum receiver. The Gold Hunter (12 or 20 gauge) sells for \$49 more than the M11-87 after sales programs and discounts and the new Gold 3 1/2" sells for \$167 more than the M11-87.*

*Beretta's flagship autoloading shotgun is the AL390. Offered in both 12 and 20 gauges, the AL390 handles 2 3/4" and 3" shells interchangeably and utilizes an aluminum receiver. The AL390 features a magazine cutoff with Beretta's stock drop and cast spacer system and is about a half pound lighter than the M/11-87. The standard AL390 sells for approximately \$100 more than the M/11-87 after sales programs and discounts.*