Net wholesale pricing information for the major pump action shotguns is as follows:

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NAMES	RESERVED FRANCISCO DE LA COMPANIO DE LA CARRA CONTRA LA COMPANIO DE LA CARRA CONTRA LA COMPANIO DE LA CARRA CO	
Manufacturer		
		28385 12838223233
Mossberg	835 Ulti-Mag	\$208-\$322
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Masshaus	500	\$167-S247
Mossberg	300	・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・
Mossberg	590 SP	\$221-\$346
	.00000000000000000000000000000000000000	906
Mossberg	Maverick	\$122-\$144
Moswerz	IVIAVCIICA	
VV7.	1200	1000000000000000000000000000000000000
Winchester	1300	\$216-\$336
Benelli	Nova	\$292-\$413
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Domington	870 Wingmaster	\$348-\$472
Remington	o/o wingmaster	DJ+0-3+/4
	# - # # - #	00000000000000000000000000000000000000
Remington	870 Special Purpose	\$342-\$363
Remington	870 Express	\$196-\$296
Kennigton	O/U EXPRESS	\$17U~\$47U

S.W.O.T. Analysis

Remington Pump Action Shotguns - Strengths

- After 53 years in production, the Remington Model 870 is still widely considered
 to be the pinnacke of pump action shotgun design. The Model 870 has a
 reputation for strength, durability and reliability that has made it the first choice
 of America's law enforcement agencies. This is significant because of the
 message it sends to the sporting shotgun community about the soundness of the
 product.
- At its core the 870 is remarkably simple and easy to maintain. It has a high tolerance for dirt and debris that makes it suitable for more demanding field conditions
- The Wingmaster is widely viewed as one of the most visually appealing pump action shotgum designs of all time.

Remington Pump Action Shotguns - Weaknesses

• The 870 Express is intended to be a low cost pump gun for the public who wants a no-nonsense shooting tool. In this market segment, however Mossberg has the dominant share. On average, Mossberg shotguns are priced well below a comparable 870, which makes holding share for Remington a challenge.

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