

## **S.W.O.T Analysis (Strengths, Weaknesses, Opportunities, Threats)**

### **Remington Autoloaders – Strengths**

- The Remington shotgun receiver design is considered highly efficient due to its relatively small size. Short and compact, it allows the overall gun length to be minimal. Its solid steel construction also minimizes the stock dimensions where they meet the receiver, allowing for a narrower grip and generally better handling.
- The lines of the Remington autoloader are widely regarded as pleasing to the eye. The fact that several competitors have tried to imitate Remington lines validates this observation.
- The gas operation of the gun makes for a softer recoiling platform.
- Remington autoloaders come in a wide array of standard options, including numerous hunting, law enforcement, and competition variations.
- Remington autoloaders are the most accessorized autoloaders on the market, allowing for nearly endless modification and customization.

### **Remington Autoloaders – Weaknesses**

- The weight of the all-steel Remington makes it the heaviest auto in its class. This is a problem for youth shooters, women, or anyone who carries it all day.
- Remington autos, particularly the 11-87, are perceived to have a less than desirable balance. The barrel contour on the magnum-chambered guns tends to make them heavier towards the muzzle than the competition, and more difficult to swing on target.
- The Remington action and feeding design, although state of the art in its day is an overly complex system relative to today's standards. This is a problem from a reliability standpoint, as more parts generally means that more can go wrong.
- Cleaning and Maintenance. The design of the gas system is not "self cleaning". The fouling that occurs on the outside of the magazine tube requires frequent cleaning or the gun may begin to malfunction. This is not perceived to be a shooter-friendly trait.
- The receiver markings and embellishments that are currently used are dated and not perceived as high quality.
- Remington wood fore-ends have a reputation as easy to crack or break.
- The 11-87 Super Magnum is widely perceived to have shortfalls in reliability and has experienced a decline in sales since its introduction that exceeds the norm.