

that features a 9 shot magazine capacity. This gun also comes in a double-action only version, and is intended to appeal to the liability-conscious law enforcement market. Mossberg also sells the super low-cost **Maverick** line of pump action shotguns. These are only available in 12 gauge with black synthetic stock and fore-end. In addition Mossberg currently has the shotgun contract with the U.S. Army.

### **Benelli**

A notable exception to these statements has been the introduction of the **Benelli Nova** pump action shotgun in 1999. This gun features synthetic stock and fore-end and a unique polymer-coated receiver that houses their standard rotary lock-up design. Additionally, the Nova has some radically different stock and fore-end geometry that makes the gun instantly identifiable as a Benelli product. This new gun was an almost immediate success, giving Benelli more than an 11% share in pump action shotguns in its first year. However, field reports indicate that the gun's weakness may be fragility in its fire control assembly and in the action bar/fore-end assembly. This and the gun's relatively high price have eroded that share to just above 7%.

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

<b>Manufacturer</b>	<b>Model</b>	<b>Net Wsle Price (After FET)</b>
<b>Mossberg</b>	<b>835 Ulti-Mag</b>	<b>\$208-\$322</b>
<b>Mossberg</b>	<b>500</b>	<b>\$167-\$247</b>
<b>Mossberg</b>	<b>590 SP</b>	<b>\$221-\$346</b>
<b>Mossberg</b>	<b>Maverick</b>	<b>\$122-\$144</b>
<b>Winchester</b>	<b>1300</b>	<b>\$216-\$336</b>
<b>Benelli</b>	<b>Nova</b>	<b>\$292-\$413</b>
<i>Remington</i>	<i>870 Wingmaster</i>	<i>\$348-\$472</i>
<i>Remington</i>	<i>870 Special Purpose</i>	<i>\$342-\$363</i>
<i>Remington</i>	<i>870 Express</i>	<i>\$196-\$296</i>

### **S.W.O.T. Analysis**

#### **Remington Pump Action Shotguns – Strengths**