

In this century, the O/U marketplace has only truly embraced one O/U design from Remington, namely the Model 32. If imitation is the sincerest form of flattery, then Krieghoff's Model K-80 is quite a complement, as it is based directly on the Remington Model 32. The K-80 is a very pricey O/U, and the fact that high quality gun makers like Krieghoff would copy a Remington is evidence that the basic design is sound. Recognizing this, the exterior design and dimensions of the original Model 32 are the inspiration behind Remington's new O/U offering, the Model 332.

Remington Over/Under Shotguns – Weaknesses

To reiterate, Remington's O/U shortcomings have been:

- Poor handling and balance for the application for which the guns were designed.
- Unacceptable cosmetics like inconsistent wood/metal fit, poorly executed embellishments and lines that lack style.
- High malfunction rates when compared to the competition.
- Prices that are too high given the weaknesses already listed.

Remington Over/Under Shotguns – Opportunities

If a reliable, high quality O/U shotgun can be made at a competitive price, Remington can increase its market share provided the marketing tools are in place to support its introduction. Based on its pedigree status, the new Model 332 provides the best chance for Remington's re-entry into the O/U market. A sustained product life cycle with multiple offerings is the goal.

Remington Over/Under Shotguns – Threats

1. Well-established O/U product lines from Beretta, Browning/USRAC and Ruger provide the buying public with a wide variety of O/U shotguns at equally varying price levels. In short, there is already a lot from which to choose.
2. The perception from the public that Remington is irresolute with its O/U shotgun plan creates hesitation in purchasing until it is clear that Remington will not change the basic design the following year.
3. Controlling the cost of the O/U product is extremely important. The most effective way to ensure that the O/U line is profitable is to significantly reduce the cost of manufacture. Cost overruns can kill the product.
4. The quality of the O/U product is also of paramount importance. The buying public will not embrace a new O/U unless the functional and cosmetic quality of the gun is solidly entrenched.