

## S.W.O.T. Analysis

### Remington Pump Action Shotguns – Strengths

- 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 design.
- 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 shotgun 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.
- On the high end, quality standards for the 870 Wingmaster have decayed somewhat so that the fit and surface finishes that used to make it a gun with a premium feel are no longer as apparent.

### Remington Pump Action Shotguns – Opportunities

- The main opportunities to improve the Model 870 market position are:
  - **Express/Special Purpose:** Cost reduce the 870 Express/SP without sacrificing the quality or functionality that have placed them where they are today. Providing high value to the marketplace and protecting Remington's margins is a vital part of this plan.
  - **Wingmaster:** Improve the aesthetics and handling of the Wingmaster, also while maintaining its reputation as a high quality firearm.
  - **Pursue special order opportunities** with wholesalers and chain accounts, especially in terms of seasonal specials and hunting combos.