

Savage	Model 64 Scoped	\$91 - \$99
Remington	Model 597 Syn	\$111
Remington	Model 597 SS	\$149
Remington	Model 597 LSS	\$186
Remington	Model 597 HB	\$181
Remington	Model 597 Mag	\$220
Remington	Model 597 Mag LS	\$258
Remington	Model 597 Mag HB	\$273

### S.W.O.T. Analysis – Model 597 Autoloading Rimfire Rifles

#### **Strengths**

- Button rifled barrel produces an inheritably accurate product
- Widely available through a broad range of distribution
- State-of-the-art manufacturing facility produces a consistent product

#### **Weaknesses**

- Early incidences of malfunctions have given the product a black-eye that has proven difficult to remedy
- Product is also plagued by the poor reputation and product failure of the Model 522 Viper in the autoloading rimfire rifle category
- Low-margin position yields poor profitability
- Low visibility in comparison to Ruger with respect to advertising exposure

#### **Opportunities**

- Growth opportunities exist with Wal\*Mart
- Past performance with special make opportunities have yielded significant volume and can result in improved margins
- Speed to market with the new .17 Hornady Magnum Rimfire could place Remington in the market with the first autoloading rimfire rifle chambered for this round

#### **Threats**

- Continued pressures from Ruger and Marlin to protect market share
- Increased pressure from imports