

electric charge to a specially designed centerfire rifle primer rather than a traditional percussion primer. Well ahead of its time, the EtronX has yet to attract a significant following in the market.

**Wholesale Pricing Comparison
Specialty Centerfire Rifle – Bolt Action**

Manufacturer	Model	Net Wholesale Price
Ruger	M77 MKII Target	\$476
Winchester	M70 Coyote	\$451 - \$470
Winchester	M70 Stealth	\$512
Browning	Eclipse M-1000	\$754
Browning	Eclipse Hunter	\$733 - \$751
Remington	Model 700 V/S	\$539 - \$557
Remington	Model 700 VLS	\$482
Remington	Model 700 VSSF	\$649
Remington	Model 700 Sendero	\$539 - \$557
Remington	Model 700 Sendero SF	\$668 - \$677
Remington	Model 700 Titanium	\$847
Remington	Model 700 EtronX	\$1,367

S.W.O.T. Analysis – Remington Bolt-Action Centerfire Rifles

Strengths

- Dominant Brand Position
- Broad Range of Product Offerings Across the Category
- Solid Reputation for Performance
- Competitively Priced in the Market
- Attractive Margin Position

Weaknesses

- Capacity Constrained
- Manufacturing Concerns Could Tarnish Brand Image
- Limited in Capability to Respond to Changing Market Conditions