

Model 700 MLS Magnum is also offered in a .45 caliber configuration. Viewed as a premium product, the Model 700 ML series of Muzzleloading rifles competes with the Knight DISC and Thompson Center Black Diamond, as well as with higher priced, low-volume specialty rifles.

Wholesale Pricing Comparison In-Line Muzzleloading Rifles

Manufacturer	Model	Net Wholesale Price
Thompson Center	Black Diamond	\$214 - \$290
Knight	DISC	\$336 - \$384
Knight	Wolverine	\$208 - \$248
Knight	American Knight	\$136
CVA	Firebolt	\$176
CVA	Hunterbolt	\$120 - \$136
CVA	Eclipse	\$96
CVA	Staghorn	\$80 - \$88
Remington	700 ML	\$284
Remington	700 MLS Magnum	\$365

S.W.O.T. Analysis – Remington In-Line Muzzleloading Rifles

Strengths

- Design familiar to centerfire rifle users
- Strong brand recognition with association with Model 700
- Solid reputation for accuracy
- Utilizes many of the same components as Model 700

Weaknesses

- Lower margin earner when compared to Model 700 centerfire rifles.
- High retail price point limits volume in market.

Opportunities

- Pennsylvania, a strong deer hunting state has recently introduced legislation allowing in-line muzzleloading rifles, expanding the total in-line muzzleloading market size.