

- More shifting of densely populated areas from centerfire deer hunting to primitive weapons and shotgun only regions could create additional market opportunity.
- A renewed approach to advertising the Model 700ML could help to create additional “pull” in the market.
- Due to the strong centerfire rifle market of recent years, relatively little focus has been placed on pursuing special make up opportunities to provide customers with differentiated product.

Threats

- Increased market focus on low-cost/low-priced entry level and combo packages.
- Although efforts to regulate in-line muzzleloaders and muzzleloaders utilizing 209 shotshell primers have been defeated, potential exists for these efforts to surface again.
- Increasing costs could force Remington to raise prices in an effort to protect margins. Additional price increases would result in further erosion of Model 700ML volumes.

Product Strategy – 2003 Remington In-Line Muzzleloaders

Model 700 ML - No new product introductions are planned for the 700ML family for 2003 as a result of a complete overhaul of the line in 2002. Focus will be placed on meeting the delivery expectations of customers where Remington has fallen short in recent years. **Efforts should be focused on areas to reduce costs of the Model 700 ML. These efforts could include, but are not limited to more cost effective solutions to accessories packaged with the rifle. Nipple/breech plug tools come to mind immediately as opportunities to pursue inexpensive stamped wrenches.**

Pricing Considerations – The Model 700 ML is already positioned price wise at a competitive disadvantage. As stated above, efforts should be placed on taking cost out of the product to protect and improve margins rather than adding price that will certainly erode volumes.

Product Deletions – No product deletions are planned for 2003.

Product Strategy – 2004 & Beyond Remington In-Line Muzzleloaders

Model 700ML

In 2004, consideration will be given to adding fiber optic sights to the Model 700 ML series if the opportunity is present to create additional value in the market place without sacrificing margin positions.