

## **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
- Dated Cosmetics of Line

### **Opportunities**

- Potential Exists to Capture Additional Market Share with Model 710
- Incremental Business Opportunities for Customer Specific Niche Products
- Updates to the Styling of the Line to Create New Interest

### **Threats**

- General Softening of Market Could Result in Negative Impact to High Margin Specialized Products
- Manufacturers that are Dependent on Entry Level Business Could Begin to Make Price Concessions in Order to Regain Volume Required to Cover Manufacturing Overhead
- Changes in State Hunting Laws that Limit Use of Centerfire Rifles in the Eastern United States or Other Densely Populated Areas
- Strong U.S. Dollar Continuing to Create Favorable Conditions for Imported Firearms and for Major Participants Such as Winchester and Browning Who Rely Heavily on Imported Goods
- Environmental Conditions Such as Chronic Wasting Disease Threatening Game Populations

## **Product Strategy 2004 – Model 710 Sportsman**

**Model 710 Magnum** – A current development project is currently in place for magnum caliber versions of the Model 710. All development and testing will be complete in the