

Net wholesale pricing information for the major pump action shotguns is as follows:

Manufacturer	Model	Net Wholesale Price (After F.E.T.)
Mossberg	835 Ulti-Mag	\$208-\$322
Mossberg	500	\$167-\$247
Mossberg	590 SP	\$221-\$346
Mossberg	Maverick	\$122-\$144
Winchester	1300	\$216-\$336
Benelli	Nova	\$292-\$413
Remington	870 Wingmaster	\$348-\$472
Remington	870 Special Purpose	\$342-\$363
Remington	870 Express	\$196-\$296

### S.W.O.T. Analysis

#### Remington Pump Action Shotguns – Strengths

- After 53 years in production, the Remington Model 870 is still widely considered to be the pinnacle of pump action shotgun design. The Model 870 has a reputation for strength, durability and reliability that has made it the first choice of America's law enforcement agencies. This is significant because of the message it sends to the sporting shotgun community about the soundness of the product.
- At its core the 870 is remarkably simple and easy to maintain. It has a high tolerance for dirt and debris that makes it suitable for more demanding field conditions.
- The Wingmaster is widely viewed as one of the most visually appealing pump action shotgun designs of all time.

#### Remington Pump Action Shotguns – Weaknesses

- The 870 Express is intended to be a low cost pump gun for the public who wants a no-nonsense shooting tool. In this market segment, however Mossberg has the dominant share. On average, Mossberg shotguns are priced well below a comparable 870, which makes holding share for Remington a challenge.