

Net wholesale pricing information for the major O/U shotguns is as follows:

Manufacturer	Model	Net Wholesale Price (After FET)
Browning	Field Grade	\$1106-\$2788
Browning	Target Grade	\$1181-\$2651
Beretta	686 Family	\$856-\$1707
Beretta	687 Field Family	\$1233-\$4122
Ruger	Red Label	\$813-\$960
Ruger	Woodside	\$1098
Winchester	Supreme	\$909-\$1018
Remington	Model 332	\$970

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

### **Remington Over/Under Shotguns – Strengths**

In this century, the O/U marketplace has only truly embraced one O/U design from Remington, namely the Model 32. If imitation is the sincerest form of flattery, then Krieghoff's Model K-80 is quite a complement, as it is based directly on the Remington Model 32. The K-80 is a very pricey O/U, and the fact that high quality gun makers like Krieghoff would copy a Remington is evidence that the basic design is sound. Recognizing this, the exterior design and dimensions of the original Model 32 are the inspiration behind Remington's new O/U offering, the Model 332.

### **Remington Over/Under Shotguns – Weaknesses**

To reiterate, Remington's O/U shortcomings have been:

- Poor handling and balance for the application for which the guns were designed.
- Unacceptable cosmetics like inconsistent wood/metal fit, poorly executed embellishments and lines that lack style.
- High malfunction rates when compared to the competition.
- Prices that are too high given the weaknesses already listed.