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Rep Group Region Report

Information

- 1. Rep Group Name (Sales Agency): STONEWOOD - November, 2003
- 2. Date: Dec. 11, 2003

SWOT Analysis

3. Remington Product Strengths

New product innovation and early support by outdoor writers in trade magazines.
 Special run opportunities.
 Web page support.
 Improved delivery of new products and key sku's vs. competition.
 700 Rifles / 870 Shotguns
 Gun, Ammo and Accessory Manufacturer "under one roof."
 700BDL Limited - run again in different caliber at '04 SHOT Show - Remington
 pull through ad in SHOT business magazine for participating distributors.
 Remington rifles and shotguns available for immediate shipment for fill-in orders.
 Remington is U.S.A. manufactured and has a reputation for legendary accuracy out of the box.
 Remington offers the largest variety of rifle calibers and models of rifles to choose from.
 Price point on autoloader target shotguns make it affordable to entry level shooter.
 870's years of reliability have established reputation in the market place
 710 has proven to be an accurate shooting price point product

4. Remington Product Weaknesses

Entry level bolt action rimfire rifle needed in the line.
 Need new auto shotgun offering to update 1187.
 M/332 line extension over due. Need other gauges, and target versions.
 New muzzle loader to compete with Knight and Thompson Center.
 Still hear Winchester argument for 3 position safety.
 700 Muzzleloader too expensive, not what consumer looking for.
 Expand offerings in Winchester Short Mag cartridges.
 Chain stores eroding customer pride in ownership, consumer focusing on price /
 dealers slaying away from express guns and focusing on product niches.
 Salesmen need new 2004 product samples to carry on dealer calls now.
 Model 11-87 Super-Mags do not sell against the Bennelli line.
 Four M700 SPM have been returned to AcuSport from customers complaining of trouble chambering
 cartridges and bulged cases after firing.
 Skyline camo pattern needs to be changed to branded camo such as mossey oak or advantage