

reliability, as evidenced by Mossberg's high sales volumes of a product that is marginal in terms of looks and handling. The same can be said of the ultra-low cost imports such as the Charles Daly pump action shotgun. Also, the Turkish and Russian imports mentioned above threaten Remington pump action shotgun share in the same way.

- The Nova has the potential to gain share if Benelli can improve the fragility of the design and lower its price.

Pump Action Shotgun Product Strategy – Overview

- Because it is already a solid, well-established design, the emphasis for improving the 870 will revolve around cost reduction and cosmetics.
- **Express/Special Purpose:** In the short term, pump action shotgun strategy will be to hold market share while lowering the cost of manufacturing, particularly on Express guns. Recognizing the magnitude of this challenge, the integrity of the Model 870 must be preserved throughout the cost reduction process.
- **Wingmaster:** Improvements to the Wingmaster will be implemented to help rebuild its aesthetic appeal. This will primarily take the form of finer embellishments and better cosmetics in checkering. Commemorative and special make opportunities will be pursued as well.

Pump Action Shotgun Product Strategy – 2004

- **Model 870 Express Turkey/Deer Camo Combo** – For the 2004 Spring program, a new 12 gauge combo gun will be introduced featuring both a turkey and deer hunting configuration. This combo will include a 21" VT barrel with extended Turkey Extra Full choke tube and a 23" fully rifled cantilever barrel, all on a camouflaged stock and fore-end Model 870. This represents a superior value for the buyer as these extra features translate into a mere \$100 upcharge while Remington makes an extra \$15 per gun over a standard Express combo.

Model	MSP	NSP	1 st Year Volume	Margin
870 EXP Camo Combo	\$399	\$321	2000	32%

- **Model 870 SPS** – For 2004 Remington will introduce a fully rifled, cantilever scope mount deer gun chambered in 20 gauge. The growing popularity of 20 gauge slug hunting in the Eastern US makes this a logical product introduction. Furthermore, Remington's ammunition group will be offering two new 20 gauge slug loads in 2004 which makes co-introduction an efficient use of marketing resources. Until recently, the accuracy of a 20 gauge slug load fell short of