

Weaknesses

- Early incidences of malfunctions have given the product a black-eye that has proven difficult to remedy
- Product is also plagued by the poor reputation and product failure of the Model 522 Viper in the autoloading rimfire rifle category
- Low-margin position yields poor profitability
- Low visibility in comparison to Ruger with respect to advertising exposure

Opportunities

- Growth opportunities exist with Wal*Mart
- Past performance with special make opportunities have yielded significant volume and can result in improved margins
- Speed to market with the new .17 Hornady Magnum Rimfire could place Remington in the market with the first autoloading rimfire rifle chambered for this round

Threats

- Continued pressures from Ruger and Marlin to protect market share
- Increased pressure from imports
- Increased costs of materials or increased costs of manufacturing could drive the 597 over the threshold price of competitiveness

Product Strategy – 2003

Model 552 Speedmaster

No new product introductions are planned for the 552 Speedmaster. An emphasis should be placed on maintaining manufacturing quality to protect the small but profitable niche market opportunity enjoyed by this product.

Model 597

Model 597 Magnum .17HMR - Introduced at the 2002 S.H.O.T. Show, the .17 Hornady Magnum Rimfire was one of the hottest topics of the year. Product offerings from Marlin and Ruger feature bolt-action rifles chambered for the .17 HMR. If executed in a timely fashion, Remington has the opportunity to present the first autoloading rimfire rifle chambered for this new round. The 597 Magnum .17 presents the following opportunities: