

## **S.W.O.T. Analysis – Remington In-Line Muzzleloading Rifles**

### **Strengths**

- Design familiar to centerfire rifle users
- Strong brand recognition with association with Model 700
- Solid reputation for accuracy
- Utilizes many of the same components as Model 700

### **Weaknesses**

- Lower margin earner when compared to Model 700 centerfire rifles.
- High retail price point limits volume in market.

### **Opportunities**

- Pennsylvania, a strong deer hunting state has recently introduced legislation allowing in-line muzzleloading rifles, expanding the total in-line muzzleloading market size.
- More shifting of densely populated areas from centerfire deer hunting to primitive weapons and shotgun only regions could create additional market opportunity.
- A renewed approach to advertising the Model 700ML could help to create additional “pull” in the market.
- Due to the strong centerfire rifle market of recent years, relatively little focus has been placed on pursuing special make up opportunities to provide customers with differentiated product.

### **Threats**

- Increased market focus on low-cost/low-priced entry level and combo packages.
- Although efforts to regulate in-line muzzleloaders and muzzleloaders utilizing 209 shotshell primers have been defeated, potential exists for these efforts to surface again.
- Increasing costs could force Remington to raise prices in an effort to protect margins. Additional price increases would result in further erosion of Model 700ML volumes.