

**Winchester**

Winchester participates in the lever action centerfire rifle category with the Model 94. Like the Marlin, the Winchester Model 94 is based on a highly successful design that has prevailed for over one hundred years. The Model 94 sports an exposed hammer, tubular magazine fed action with top eject. Essentially available in the same principle caliber offerings as the Marlin 1894 (.30/30, .357 Mag., .44 Mag) as well as .480 Ruger and .45 Colt, the Winchester Model 94 is a principle competitor to the Remington Model 7600.

**Wholesale Pricing Comparison  
Lever Action Centerfire Rifles**

Manufacturer	Model	Net Wholesale Price
Marlin	Model 336	\$243 - \$286
Marlin	Model 336 Stainless	\$346
Marlin	Model 1895	\$341 - \$375
Marlin	Model 1895 Stainless	\$411
Marlin	Model 1894	\$300
Marlin	Model 1894 Stainless	\$367
Winchester	Model 94	\$272 - \$338

**S.W.O.T Analysis – Remington Repeating Centerfire Rifles**

**Strengths**

- Strong brand recognition
- Familiar design leads to ease of use
- Unique product offering (Model 7600)
- Priced competitively

**Weaknesses**

- Dated design concept
- Product category is “out of favor”
- Less than stellar reputation for functioning properly
- Perceived as less accurate than bolt-action rifles
- Unable to accept magnum cartridges