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Remington Arms Company, Inc.
 870 Remington Drive
 P. O. Box 700
 Madison, NC 27025-0700

Rep Group Region Report

Information

- 1. Rep Group Name (Sales Agency:) STONEWOOD - September, 2002 _____
- 2. Date: _____ 10/10/02 _____

SWOT Analysis

3. Remington Product Strengths

Remington firearms are made in the USA. This is very important in New York and Pennsylvania. M710's continue to gain in popularity due to reliability and price point, shipments needed. Recent inventory reports show JSC has 18 units (7408 - 7410) in stock, all locations combined. They currently have 1,106 on backorder. State of Pennsylvania has approved black powder inlines for use during 2002 special early season resulting in increased 700ML sales. Reintroduction of Remington 700LH short action calibers. New product introductions and Quality reputation. Strong advertising/merchandising support, but this can also turn into a negative if consumers can not find product available for Rebate programs, etc. Recent deliveries of the Model 700 Classic in 221 Fireball have helped to ease the complaints but the backorders must be filled. Consumer perception that Remington Arms offers the best quality product for the price. Also consumers have mentioned that Remington Long guns are the most accurate rifles out of the box of any production guns. Special make up guns available to penetrate niche markets.

4. Remington Product Weaknesses

Continued lack of 332's in marketplace. Model 7 youth needs finish upgrade to compete with Ruger counterpart - walnut, blued, rings. 3 position safety on competitive product viewed as a positive by many consumers. A three position kit is available aftermarket for M700's. Poor deliveries continue to be most serious product weakness. M/1187 rebate program running while delivery of many sku's has not been made. Plastic parts - One dealer mentioned he had to send back 2 M/710's because the latch that holds the clip in had broken off (new guns). The Model 700 Classic backorders need to be filled before orders are cancelled by unhappy dealers. Model 11-87 Super Mags are still bringing in function complaints. The lack of a Bolt Action in the 17HMR has lost potential sales orders. Availability of new products after initial introduction when the market is "hot" for them has been poor. Should have product ready to ship after introduction to satisfy market and set Remington apart from other manufacturers who continue to be slow on delivery of new products. Wholesalers are going to be more conservative on buying long guns due to lack of turns through the year. Distributors want to turn product in 60-90 days, if they can not they will order lighter and be out of product later in the year.