

REMINGTON ARMS COMPANY, INC.

INTER-DEPARTMENTAL CORRESPONDENCE

Remington
OUTPORT

PETERS
OUTPORT

Xc: J. P. Glas
J. W. Brooks
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"CONFINE YOUR LETTER TO ONE SUBJECT ONLY" _____

Ilion, New York
February 17, 1982

TO: C. B. WORKMAN *ok*
FROM: T. L. CAPELETTI *TC*
SUBJECT: FIREARMS PRODUCT LINE BUSINESS PLANS

To help focus the attention of all parties concerned with our plans for future shotgun and bolt action rifle product developments, I propose to develop Business Plans based on the attached Outlines. Groups needing involvement in this process include Research, Marketing, Business Services, Manufacturing, and Firearms Modernization. Please let me know if you have deletions, additions, or other modifications to these Outlines. When acceptable Outlines have been defined, I will schedule initial review meetings to discuss the Business Plan approach and to obtain inputs from the appropriate groups. For the bolt action rifles, this is simply an extension of the Strategy meetings we have been holding with Marketing and Manufacturing personnel over the last year. For shotguns, I see this as a redefinition and expansion in scope of the XSG Planning Committee Meetings. I would like to review the Shotgun Business Plan approach at the meeting being scheduled for early March.

TLC:ws

SHOTGUN PRODUCT LINE - BUSINESS PLAN

OUTLINE

I. MISSION

II. SITUATION SUMMARY

A. Marketing History - Past Five Years

- 1) Sales Volume - Units and Dollars
- 2) Earnings

B. Current Product Line

- 1) Features
- 2) Competitive Firearms

C. Manufacturing Trends

III. OBJECTIVES

A. Business - Five Year Marketing Forecast/Goals

B. Technical

IV. STRATEGIES - GENERAL PLANS

A. Marketing Opportunities

B. Technical

C. Manufacturing

V. TACTICS - SPECIFIC PROGRAM PLANS

A. Marketing Plan

- 1) Market Development - Introduction of New Models
- 2) Pricing
- 3) Selling - Advertising
- 4) Organization

Shotgun Business Plan (Cont.)

B. Research Plan

- 1) Key Issues
- 2) Development Programs
 - a) Current Product Upgrade
 - b) XSG/XPG Development
 - c) New Generation Shotgun Development
- 3) Organization/Budget Plan - Five Year Forecast

C. Manufacturing Plan

- 1) Design Transmittals
- 2) Project Approvals
- 3) Equipment and Tooling Needs
- 4) Trial and Pilot Testing
- 5) Production - Warehouse Quantities

D. Capital Investment Plan

- 1) Capacity - Demand Forecast
- 2) Plant Modernization
- 3) Construction Forecast

VI. CASH FLOW FORECAST

VII. CONTINGENCY PLANS

VIII. INFORMATION AND CONTROL SYSTEMS

- A. Cost Accounting - Reporting
- B. MRP
- C. Customer Service
- D. Quality Assurance

CENTERFIRE BOLT ACTION RIFLE PRODUCT LINE - BUSINESS PLAN

OUTLINE

I. MISSION

II. SITUATION SUMMARY

A. Marketing History - Past Five Years

1) Sales Volume - Units and Dollars

2) Earnings

B. Current Product Line

1) Features

2) Competitive Firearms

C. Manufacturing Trends

III. OBJECTIVES

A. Business - Five Year Marketing Forecast/Goals

B. Technical

IV. STRATEGIES - GENERAL PLANS

A. Marketing Opportunities

B. Technical

C. Manufacturing

V. TACTICS - SPECIFIC PROGRAM PLANS

A. Marketing Plan

1) Market Development - Introduction of New Models

2) Pricing

3) Selling - Advertising

4) Organization

Centerfire Bolt Action Rifles (Cont.)

B. Research Plan

- 1) Key Issues
- 2) Development Programs
 - a) Current Product Upgrade
 - b) Model Seven Development
 - c) New Generation Bolt Action Rifle Development
- 3) Organization/Budget Plan - Five Year Forecast

C. Manufacturing Plan

- 1) Design Transmittals
- 2) Project Approvals
- 3) Equipment and Tooling Needs
- 4) Trial and Pilot Testing
- 5) Production - Warehouse Quantities

D. Capital Investment Plan

- 1) Capacity - Demand Forecast
- 2) Plant Modernization
- 3) Construction Forecast

VI. CASH FLOW FORECAST

VII. CONTINGENCY PLAN

VIII. INFORMATION AND CONTROL SYSTEMS

- A. Cost Accounting - Reporting
- B. MRP
- C. Customer Service
- D. Quality Assurance