

File #9

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First Draft
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BOLT ACTION CENTERFIRE RIFLE PRODUCT LINE
REMINGTON ARMS COMPANY
BUSINESS PLAN
MARCH 1982

BOLT ACTION CENTERFIRE RIFLE PRODUCT LINE - BUSINESS PLAN

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BOLT ACTION CENTERFIRE RIFLE PRODUCT LINE

To assure that Remington maintains a leadership position with maximum share in the bolt action centerfire rifle market.

KEYS TO SUCCESS

The domestic bolt action rifle market is extremely competitive and Remington products have experienced increased market pressure in recent years. Continued success of this product line will depend upon the following:

- Technical Features
 - Continued innovation is required to maintain a competitive edge in features offered.
 - A product line which satisfied mass merchandisers, independent gun shops, and the custom shooter is essential.
- Quality
 - Improved metal and wood finishes and use of alternative protective coatings are required to improve out-of-box appearance.
- Price
 - A pricing structure keyed to perceived value is required.
- Marketing Strategy
 - An aggressive Marketing effort keyed to strengths of the product is essential.

SITUATION SUMMARY

II-B-1

BOLT ACTION CENTERFIRE RIFLE PRODUCT LINE

B. CURRENT PRODUCT LINE FEATURES

1) Remington Firearms

The current Remington product line consists of the models indicated below with comments about general features or strengths.

a) Model 788

- Inexpensive to manufacture
- Good out-of-box accuracy
- Fast lock time
- Detachable box magazine
- Designed for utility (i.e., Durability)

b) Model 700 ADL

- Strongest action in the field
- Stock — Monte Carlo & cheekpiece
- Adjustable fire control
- Good out-of-box accuracy
- Wide variety of calibers offered
- Sights — Can be used out-of-box
- Can be used easily and comfortably with scope
- RKW high gloss finish

c) Model 700 BDL

- Strongest action in the field
- Stock — Monte Carlo & cheekpiece
- Adjustable fire control
- Good out-of-box accuracy
- Wide variety of calibers offered
- Sights — Can be used out-of-box
- Can be used easily and comfortably with scope
- Cut checkering
- Sling and swivels
- Varmint model available
- Easily adapted to silhouette shooting
- Hinged floor plate
- RKW high gloss finish

d) M/700 Classic

- Classic stock
- Classic butt pad
- Hinged floor plate
- Cut checkering
- Sling swivel studs
- No sights - Clean barrel
- Adjustable fire control
- Satin finish

2) Competitive Firearms

Currently, the two major competitors are the Ruger Model 77 and the Winchester Model 70. General features for those two firearms lines are as summarized below.

a) Ruger Model 77

- Mauser extractor
- Integral scope mounts
- Calibers — 7 x 57, .250 Swift
- Classic stock — All but one model
- Adjustable fire control
- Mannlicher stock (1982)
- High lustre metal finish

b) Winchester Model 70

- Three position safety
- Hinged steel floor plate
- High lustre metal finish
- Steel follower
- Model 70 featherweight (1982)

OBJECTIVES

III-B-1

BOLT ACTION CENTERFIRE RIFLE PRODUCT LINE

B. TECHNICAL

- Provide facilities , programs , and personnel to fully support all aspects of the Manufacturing and Marketing Forecast.
- Develop programs to assure continued innovation and design of products with unique features which will maintain a leadership position in the bolt action rifle market .

BOLT ACTION CENTERFIRE RIFLE PRODUCT LINE

B. TECHNICAL

- Short Range — Develop and implement improvements in the current product line consistent with Marketing Objectives, Manufacturing capability, competitive offerings, and perceived needs of the customer.
- Medium Range — Develop and implement new product lines consistent with Marketing Objectives, Manufacturing modernization plans, and conventional technology.
- Long Range — Develop and demonstrate new firearms concepts which will place Remington in a proprietary position based on both ammunition and firearms design.

TACTICS — SPECIFIC PROGRAM PLANS

V-A-1

BOLT ACTION CENTERFIRE RIFLE PRODUCT LINE

A. MARKETING PLAN

1) Market Development - Introduction of New Models

Proposed product line revisions are as follows:

- 1982 — Current Product Line
 - Announce special offering of M/700 Classic,
.257 Roberts, with scope mounts packaged with gun
- 1983 — Discontinue M/700 Classic
 - Upgrade M/700 ADL
 - Introduce M/7 LWT Carbine
- 1984 — No Model Changes
- 1985 — Introduce M/7 with Bob Emmons designed stock
- 1986 — No Model Changes

BOLT ACTION CENTERFIRE RIFLE PRODUCT LINE

B. RESEARCH PLAN

1) Development Programs

a) Current Product Upgrade

Plans for upgrading the current product line will include the following features:

i) 1982 — Scope Mounts

- Test market mounts based on the PE&C extruded aluminum design via a special offering of the M/700 Classic, .257 Roberts.
- Scheduled for completion in July 1982.

ii) 1983 — M/700 ADL Upgrade

- Revise Model Drawings to include the following features:
 - Classic stock modified to accept Model 4 grip cap
 - Model 4 grip cap
 - Medium gloss wood finish
 - Classic butt pad with red color similar to M/1100 LE
 - Reduced checkering to 18 lines/inch and reduced pattern to side panels only
 - Sling swivel studs (hidden)
 - High lustre metal finish
 - No knurling on bolt handle

- No sights
- Remington scope mounts
- No-bind plated machined or cast follower
- To be completed by July 1982 .

iii) 1983 — M/700 BDL Upgrade

- Revise Model Drawings to include the following features:
 - No-bind plated machined or cast follower
 - High lustre metal finish
- To be completed by July 1982 .

b) Model 7 LWT Bolt Action Carbine Development

- Complete development of Model 7 LWT for 1983 introduction with the following features:
 - Walnut, straight comb stock with Schnobel fore-end
 - Medium gloss wood finish
 - Cut checkering
 - Sling swivel studs
 - Model Four grip cap
 - Brown rifle butt pad with black spacer
 - No bolt lock
 - Jeweled bolt body
 - Stamped steel trigger guard and floor plate assembly
 - Hinged floor plate
 - Stamped no-bind follower

- 18 $\frac{1}{2}$ " barrel with smaller OD than M/700
 - M/700 front and rear sights
 - High lustre metal finish
 - To be completed by May 1982.
- c) Model Seven Development With Bob Emmons Designed Stock
- Complete development of Model Seven for 1985 introduction with the following features:
 - Bob Emmons Stock with
 - Restyled grip and grip cap
 - New floor plate trigger inletting
 - Cheek piece
 - Ebony inserts for reinforcing pin holes
 - Ebony fore-end tip
 - Flat rails on top of fore-end
 - Beveled ejection port
 - Classic black butt pad with black spacer
 - Sling swivel studs
 - Octagonal, flat bottomed receiver
 - Scope mounts — No sights
 - Light weight firing pin
 - Hammer forged, smooth barrel
 - Improved fire control/safety system
 - Tang safety
 - Bolt lock on bolt plug

- Heavy barrel/recoil lug
- Improved bedding
- Restyled bolt handle
- Improved extractor
- Improved feeding system (Detachable magazine box)
- Hinged, restyled floor plate
- Jeweled follower and bolt
- High lustre metal finish
- Medium gloss wood finish

- Completed by January 1983 .

d) New Generation Bolt Action Rifle Development

New bolt action rifle concepts will be developed for introduction by 1990. Concepts and tentative schedules for development are as indicated below.

1) Electric Ignition

- | | | |
|--|---|---------|
| ● Start program ideas , etc . | — | 6-1-82 |
| ● Layout and set up meeting to
establish design | — | 6-15-82 |
| ● Use basic action and set up
prototype to try electric ignition | — | 7-15-82 |
| ● Test fire new system using
electric primer and new fire
control system | — | 9-1-82 |

- Redesign into a production type B.A.R. with electric ignition — 2-1-83
- Ten prototypes for testing — 5-1-83
- Twenty-five prototypes for Marketing evaluation — 9-1-83
- Ready design for production cost, model drawings, parts list, etc. — 1-1-84

2) Expendable Case Ammunition

- Start program — 9-1-82
- Establish a base with Ammunition Research - begin a team effort to get a gun/ammo combination — 9-1-82 to 11-1-82
- Add use basic M/700 action and design new bolt head to accept the expendable case design — 1-1-83
- Test and redesign if ammo can be made available — 6-1-83
- Test market place for this type design — 1-1-84
- Ready design for production cost, etc. — mid 1984 to first of 1985

2) ORGANIZATION/BUDGET PLAN — FIVE YEAR FORECAST

Budget Year	:	1982	1983	1984	1985	1986
Assignable Manyears *	:	4	4	4	4	4
Funding (1982 \$M)	:	430	430	430	430	430

* Plus 0.5 Manyears support from Test Lab and N/C Shop personnel.