

A. OPERATING FIGURES (con't)Responsibility

- | | |
|--|------------------------|
| 3. Estimates of Browning's specific firearms sales | Commercial Development |
| 4. Firearms profits comparison - operative or Remington factory vs Browning gross earnings | Commercial Development |
| 5. Analysis of import vs Browning's figures to develop a forecast factor | Commercial Development |

B. PRODUCT GENERAL

- | | |
|--|-----------------------------------|
| 1. Models available | Sales Dept. (with R&D assistance) |
| 2. Specifications comparison | " " " " " |
| 3. Price comparisons | " " " " " |
| 4. Exclusive sales features, Browning vs Remington | " " " " " |

C. AUTOLOADING SHOTGUNS

- | | |
|---|--|
| 1. Appearance and feature comparison | R&D, Sales and Comm. Development. |
| 2. Quality comparison | Ilion Plant and Sales |
| 3. Function, shooting and breakdown test comparison | Ilion Plant (with R&D and Bridgeport Plant assistance) |
| 4. Complaints analysis - 11/48 and Sportsman 58 per year, related to sales, total to date | Ilion Plant |
| 5. Complaint comparison based on shoot reports and opinions - Gunsmith reaction | Commercial Development |

D. MARKETING

- | | |
|--|--|
| 1. Selling force comparison | Sales Dept. (with Comm. Dev. assistance) |
| 2. Selling expense comparison - Firearms | " " " " |

83