

TELESCOPES AND MOUNTS - contd.

The acceptability of a Japanese made product and the effect on sales was discussed.

In addition to the 4X scope, Remington would probably have to market up to ten models in order to cover customer requirements.

There are advantages in having Remington engineered scopes and mounts to fit Remington rifles.

The opinion was expressed that Remington could expect to obtain 10% of the scope business. However, the price would have to be competitive with United States manufacturers and in order to retain the Remington quality image, the product should be better than offered by competition. 83

The possibility of acquisition of a present manufacturer was discussed.

Committee Action

The policy is that Remington is interested in expanding in any line that ties in manufacturing and marketing. Any product must contribute to the Remington quality image and produce a satisfactory profit. With these objectives, R & D is to continue the review of scopes and mounts.

The meeting adjourned at 2:35 p.m.

The next meeting will be at Bridgeport November 17, 1965 at 1:30 p.m.

VGD:I

Attachments: Table 1 & 2