

SHOTGUNS - contd.MODEL 1100, 20 GAUGE LIGHTWEIGHT SHOTGUN - contd.

1. Marketing has, for several years, felt that having two full 20 gauge shotgun lines causes considerable confusion throughout the selling chain - wholesaler, retailer and customer. They do not consider this to be the best approach to maximum 20 gauge sales for Remington and have proposed, as the major goal, dropping the full line of 20 gauge regular shotguns.
2. In order to achieve maximum sales, Marketing wants to eliminate the \$10 higher retail selling price on the lightweight as compared to the regular 12, 16 and 20 gauge guns.
3. To be able to drop the 20 gauge regular guns, it must be possible to offer a skeet gun in the lightweight. This is not possible now because endurance life of the lightweight is not adequate for skeet use; therefore, the development program to improve the lightweight was initiated. Improvements were developed that will make this an acceptable skeet gun for endurance and performance.
4. During this development, extensive testing was done on the improved prototype guns as well as current production guns. Results of this testing convinced R & D and Production that it was necessary to improve the lightweight gun if it is to continue in the line.

Economics have been determined for this gun based on assumptions which Marketing, R & D and Production believe to be reasonable:

- Either improve the Model 1100, 20 gauge lightweight or discontinue all 20 gauge lightweight shotguns.
- If lightweights are discontinued, 20 gauge regular will pick up only 50% of the lightweight volume. (Marketing gave a range of pickup of 25% to 50%.)
- These two assumptions give the "Line Before" - all 20 gauge regular and with less volume than today for total 20 gauge.