

B. NYLON 66 RIFLE-SCOPE PROMOTION

THIS PROMOTION WAS INTRODUCED IN 1973 AS OUR FIRST IN THE RIM FIRE RIFLE PRODUCT CATEGORY. ITS OBJECTIVE WAS GENERALLY THE SAME AS THAT OF THE M/788 PROMOTION, ALTHOUGH THE POPULARITY OF THE NYLON 66 WAS BETTER ESTABLISHED THAN THAT OF THE M/788 IN 1970.

SALES OF 10,000 PROMOTION UNITS WERE FORECASTED IN BOTH 1973 AND 1974. IN 1973, 7,000 UNITS WERE SHIPPED. IN 1974 THE 10,000 UNIT FORECAST WAS MET. FOR 1975 WE HAVE FORECASTED SALES OF 11,000 UNITS. THROUGH MARCH 17, ORDERS FOR 5,600 UNITS HAVE BEEN ENTERED. WE BELIEVE THAT THIS ORDER POSITION WILL IMPROVE ALONG WITH THE OVERALL NYLON 66 POSITION AS WHOLESALER INVENTORIES ARE DEPLETED IN THE NORMAL COURSE OF SPRING ACTIVITIES. HOWEVER, OUR POSITION WILL BE EVALUATED AT THE END OF MARCH TO DETERMINE IF THE LAST 2 SCOPE SHIPMENTS TO US TOTALING 4,000 SCOPES SHOULD BE TAKEN IN, CANCELLED OR DELAYED.

83