

GENERALPRODUCT LINE SIMPLIFICATION

Marketing recalled that the effort to reduce the number of line item specifications for 1981 began last year with the phase-out of all 16 gauge shotguns, and small gauge Plain Barrels. With sizeable inventories at the beginning of the year, no production of these items was scheduled for 1980. This plan has been successful, as virtually all the guns were sold out at full price. Present inventory in all specifications totals 62 guns. This will result in a reduction of 12 line items for 1981.

A similar strategy is proposed for the Model 870 TB. The present Model 870 Target gun line includes TA and TB Models, with a Competition grade anticipated for 1981. The deletion of the TB will simplify this gun line, with the TA as the low-end Model and the Competition grade as the deluxe Model. This follows the pattern of the Model 1100 line, with TA grades and Tournament grades. Marketing noted that present TB inventory is about 670 guns, and recommended that the guns be listed in the 1981 Catalog, and be dropped in 1982. No TB production will be required in 1981.

Marketing also recommended that several low volume items be dropped for 1981. They are:

- o Model 1100 Standard Frame 20 Gauge Skeet Guns - 2 specifications.
- o Model 3200 Regular Skeet - 2 specifications.
- o Model 3200 Special Trap - 4 specifications.
- o Nylon 66 Gallery Special - 1 specification.
(Approval to drop this item was obtained at the December 1979 Operations Committee Meeting.)

These items, combined with items dropped in 1980 represent annual shipments of 2,160 guns and net sales of \$475,000.

PACKAGING

The Packaging Committee reported that Marketing has defined model requirements for new firearms packaging. These requirements were transmitted to Research for the purpose of setting up a timetable for implementation.

The Meeting adjourned at 3:15 PM. The next meeting will be held in Bridgeport, November 18, at 9:30 AM.