

BUSINESS MEETINGMARKETING - Contd.Quality

## (Key Strategy #1)

Remington has been successful over the past twenty years or so, by offering hunters and shooters, a full line of quality sporting firearms. This blueprint for success has been so effective that major competitors have redirected their offerings to match or exceed our quality line. It is reasonable to assume that competition on the quality front will become more fierce and aggressive in the near future.

In recognizing this challenge, Marketing is reviewing the quality of products in our current line. Their approach is two-fold:

First, taking action on known product deficiencies. Marketing strongly supports the Quality Committee and the top priority quality issues. These issues are identified as follows:

- 1) Packaging
- 2) Bluing salts in M700 extractor
- 3) Deficient powdered metal color and finish
- 4) Porosity of aluminum castings
- 5) Point of impact with M700 LT20 Skeet Guns
- 6) Swollen press form stocks

Solutions are at various stages of development in each of the problem areas.

The second approach is to reassess quality standards from the consumer standpoint. Market research and the services of an outside consultant will provide direct consumer feedback in specific quality areas. This study is being conducted jointly by the Marketing and Production Departments. As part of the study, consumer attitudes toward the fit of accessories to our wood stocks will be measured. This project is well under way. Questionnaires have been prepared, sample guns have been selected, and focus group sessions will be held within the next two weeks.

The net result of these two approaches will be to insure the continued and future offerings of quality products that appropriately match consumer expectations.