BUSINESS MEETING

MARKETING - Contd.

Product - Contd.

Plans are complete for advertising and promotional campaigns for the new guns. These campaigns will be presented to the Committee by the Advertising Dept. at the Committee's convenience. They will be available for the December meeting or any other future date.

So that appropriate press is given to the new guns, the Outdoor Writers seminar will be held at the Mescalaro Indian Reservation starting on November 30. Research will give a product presentation. The writers will also be given first hand experience with the new guns on a mule deer hunt.

Other introductory plans include participation at major trade and consumer shows. Such shows include the Denver Wholesaler Show, the NSGA and S.H.O.T. Shows, and the NRA Convention. Remington's product display has been appropriately modified to present the new guns.

(Key Strategy #6)

In anticipating the possibility of a declining life cycle for the Models 1100 and 870, Marketing strongly supports the mid-1980's introduction of a new generation of autoloading and pump action shotguns. Through the XSG/XPG Program Planning Committee, Marketing recently provided forecast input for a variety of alternative scenario introduction plans. The broad objectives of the new guns include lower costs, lower weight (3/4 lb.), improved functional performance, and increased durability. These guns are the basis for maintenance and growth of market share in the mid-1980's.

(Key Strategy #7)

Another key product strategy is to add-use products from our current broad product line, to seize market opportunities in segments where we currently do not compete. Two examples of this add-use strategy for 1981 are the Model 870 20 Ga. Lightweight Limited and the Model 700 Classic 7 x 57. Other examples include the 1981-1985 Ducks Unlimited program and future limited offerings of the Model 700 in 257 Roberts and 220 Swift. Also being considered are a .223 caliber carbine version of the Model 7400, and various limited edition firearms.