

Introductory Notes
for
Business Plans Review Meetings

Firearms

Mission

"Strengthen the product and cost position so that a strong overall competitive position can be sustained, and cash generated long-term."

Key Strategic Thrusts

- o Restoring share through
 - new and/or restyled products
 - new pricing, merchandising and/or sales programs
- o Long-term cost improvement through manufacturing modernization.
- o Short-term reduction of plant break-even point.

Ammunition

Mission

"Sustain our average competitive position by concentrating on quality improvement and cost reduction, positioning the business for cash generation."

Key Strategic Thrusts

- o Manufacturing cost reduction.
- o Reestablishing product quality leadership.
- o Holding market share through
 - selective introduction of new products
 - new marketing programs

Powder Metals

Mission

"Strengthen our average competitive position, in both technology and marketing, and grow the business at above-industry rates."