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Xc: C. B. Workman

"CONFINE YOUR LETTER TO ONE SUBJECT ONLY" _____

Ilion, New York

April 14, 1982

TO: R. E. FIELTZ

FROM: T. L. CAPELETTI *TC*SUBJECT: FIREARMS PRODUCT LINE BUSINESS PLANS

As we discussed by telephone, attached is a copy of a February 17, 1982 memorandum outlining Business Plans for shotguns and bolt action centerfire rifles. Joe Glas forwarded his copy to Clem Riley and indicated that Clem felt the Business Plan was a Marketing responsibility. I agree. My only position is that our product line lends itself very nicely to this application. We badly need a Business Plan for all of our product lines and someone needs to assure that those Plans are developed.

Also attached is a rough draft of proposed Research items for the bolt action rifle Business Plan. Some of the details have changed since that proposal on March 4, 1982. However, it should give you a feeling for what I feel is necessary. Due to concerns about not having agreement on new products, we have not reviewed this draft with Marketing Department personnel. Before we do that a number of changes will have to be made.

TLC:ws
Firearms Research Division
Attach.