

NBAR

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- WHAT IS 25-06 SHOT BELL?
- AWT STD US. MAG.  
STAINLESS VS. STD STEEL

9-3-92

MARKED  
WAWMARKETING OVERVIEW

THESE ARE  
CONSTRAINTS TO  
IMAGINATION; NOT  
REVELATION OF ADDL OPPON/FEATURES

MARKET ENVIRONMENT

The market for centerfire bolt action rifles is estimated to be 434,000 units annually. The major competitors are Browning, Ruger, USRAC and Savage. Rifles produced by these manufacturers represent strong competition for the Model 700.

Browning, Ruger and USRAC compete in the same mid to higher price range as the Model 700. Ruger is believed to have a cost advantage in the production of the Model 77R. The Savage Model 110 is the only true economy bolt action on the market today. Savage is perceived to be gaining market share in all channels of distribution.

The Model 700 volumes have been bolstered over the past few years by the addition of several niche market offerings. Products such as high durability stainless steel rifles, light weight rifles and highly accurate long rang rifles have become increasingly important.

PRODUCT STRATEGY

A new bolt action rifle (NBAR) is being developed to compete in the mid to high price market. It will coexist in this market with the Model 700. NBAR will be designed for performance and manufacturability. It will be offered in a wood stock carbon steel version as well as a stainless synthetic version. (OVER)

The features and benefits of the Model 700 will be difficult to surpass. It will remain in the line while NBAR becomes established. If NBAR is well accepted, there is the possibility the higher priced versions of the Model 700 could eventually be phased out. The Model 700 would then be scaled down to become the Remington entry in the economy market. If NBAR fails to substantially displace the Model 700, the possibility would then exist to position NBAR as the economy market entry. Regardless of the entry, the economy offering must be significantly differentiated from the higher priced product to avoid erosion of the high end market.

NEW PRODUCT FORECAST

<u>PRODUCT DESCRIPTION</u>	<u>MSP</u>	<u>1995 FORECAST</u>
NBAR	\$393	25,000

JRB 7/24/92

NBAR TO SUCCEED W700 MUST "OUT FEATURE" THE W700.

ALTERNATE COMBINATIONS

METAL

CARBON

STAINLESS

STOCK

WOOD

• REG.

• LAM

X

X

SYNTHETIC

• COLOR

• FINISH

X

X

OTHER COMBINATIONS POSSIBLE