

September 30, 1992

Proposed objective statement for new process technology Focus Panel groups proposed for 4th quarter of 1992:

OBJECTIVES

Primary: to explore potential market reaction to a new manufacturing technology which provides a one-piece barrel/receiver for a new line of Remington bolt action centerfire rifles;

Secondary: to determine overall customer reaction to the (non-functional) mockup rifle and aesthetic preferences toward selected elements.

33-2

GATHER

THIS IS WHAT IT
IS AND THIS IS
HOW IT WILL
CONTRIBUTE TO
RIFLE PERFORMANCE.

NEW TECHNOLOGY

→ INTEGRAL B R

"FIRST" IMPRESSIONS

LIKE ~~GOOD~~ } WHAT?
DISLIKE ~~BAD~~ }

EXPLANATION OF
TECHNOLOGY & BENEFITS
TO USER

- CONCENTRICITY
TOLERANCES
RIGIDITY
STRENGTH
CORRUPT
WEIGHT

Then

CONSIDERED OPINIONS

LIKE ~~GOOD~~ } WHAT?
DISLIKE ~~BAD~~ }
~~POOR~~
ADVANTAGES
DISADVANTAGES

METHODOLOGY

- SELECT FROM Aiming PRESUMED
ANTI FACTS:

ANALYSIS → • ANYTHING YOU'D LIKE NOT HERE

100%
OF
REASON
FOR
THIS.

GUN 1:

- o New sleek barrel/receiver profile - clean barrel
- o Flat crown with counterbore - Mountain Rifle style
- o Oval ejection port
- o High polished (better than 320 oil) blue
- o New bolt handle style
- o High gloss stock with black fore-end tip, grip cap and plugs with white line spacers
- o Monte Carlo
- o Black vented recoil pad
- o Stock shape to be between the BDL and MTR

GUN 2:

- o New barrel profile with step at receiver - clean barrel
- o Round crown - Current BDL style
- o Traditional ejection port
- o High polished (better than 320 oil) blue
- o New bolt handle style - different from GUN 1
- o Mid gloss stock with "B" grade fore-end tip & grip cap and black plugs
- o Classic shape stock with cheek piece
- o Black solid recoil pad

GUN 3:

- o New sleek barrel/receiver profile - with new style sights
- o Custom shop crown
- o Traditional ejection port
- o Glass bead, blue finish
- o New bolt handle style - your recommendation
- o Black "synthetic" stock with beavertail fore-end and palm swell
- o Straight comb with cheek piece
- o Black solid recoil pad
- o Stock shape to be between the BDL and MTR

ARE WE KEEPING MANUFACTURER
UNKNOWN?

WHAT WILL BE THE CURRENT GUNS?

COMPETITIVE INFLUENCE - USES