

GENERAL AREAS OF COST REDUCTION
FROM MOST REDUCTION OF COST TO LEAST EFFECT

1. USE A SYNTHETIC STOCK MOLDED IN HOUSE (APPROX. 3-5\$)
WITH NEW OUTSIDE CONTOUR TO MAKE THE GUN LOOK
DIFFERENT WITH NO GRIP CAP AND NO RECOIL PAD
(LIKE M/522 STOCK)
2. LOOK AT THE ENTIRE M/700 MANUFACTURING LINE WITH THE IDEA
OF REPROCESSING IT TO REDUCE FACTORY COST.
 - CNC STAND ALONE MACHINE CENTERS
 - CHANGES TO GFM FORMING
 - ECM RIFLING/BUTTON RIFLED AT THE
VERY END OF THE PROCESS
3. RE-DESIGN OF THE BOLT HANDLE AS A STAMPING/FORGING TO
REDUCE ITS COMPONENT PRICE.
4. USE SYNTHETIC PLASTIC FOR THE FOLLOWING COMPONENTS
 1. MAGAZINE FOLLOWER
 2. TRIGGER GUARD (NEW CONTOUR-DIFFERENT THAN ADL)
OR TRIGGER GUARD/FLOOR PLATE COMBINED INTO
ONE COMPONENT
 3. MAG. BOX BODY
5. RECEIVER CUTS/DESIGN CHANGED TO REDUCE OPERATIONS AND
CHANGE COSMETICS
 1. "ONE CUT" PORT CUT
 2. "FULL ROUND" RECEIVER
6. REDUCED SHIPPING CARTON AND PACKING REQUIREMENTS
7. RE-DESIGN THE HOUSING ASSEMBLY FOR THE M/700 AS A MIM
COMPONENT WITH A STAMPED COVER PLATE. THIS MIM
COMPONENT WOULD COMBINE THE ONE SIDE PIECE (STAMPING)
THE TWO SPACERS AND ELIMINATE THE 4 RIVETS.
8. RECOIL LUG ELIMINATED BY HAVING THE STOCK PERFORM THAT
FUNCTION (STOCK COMES UP INTO THE RECEIVER (2 PLACES?)
RATHER THAN THE LUG COMING DOWN INTO A CAVITY IN THE
STOCK
9. ONE PIECE BOLT
COMBINE THE BOLT BODY AND BOLT HEAD INTO ONE COMPONENT
10. BOLT PLUG RE-CONTOURED AND DESIGNED AS A SIMPLER
SCREW MACHINE COMPONENT

JST 11, 1974

BOLT ACTION RIFLE MEETING

- I. WHERE ARE WE NOW? HOW DOES THE M/700 STACK UP TO THE COMPETITION? WHAT IS OUR CURRENT MARKETING APPROACH?
- PRICE
 - CUSTOMER CONCERNS/FEATURES
- DOES THE RIFLE FEEL GOOD?
- STYLING
 - STOCK FIT
 - LEFT HAND VERSION
 - FIT AND FINISHES
 - RECOIL FEEL (MUZZLE BRAKE)
- DOES THE RIFLE COME IN THE CALIBER I WANT?
- DOES THE RIFLE FIRE WHEN I PULL THE TRIGGER?
- FEEDING RELIABILITY
 - DETACHABLE MAGAZINE BOX
 - FLOOR PLATE/BLIND MAGAZINE
 - BOLT LOCK
 - EXTRACTOR DESIGN
- CAN I HIT WHAT I AM AIMING AT?
- ACCURACY
 - LOCK-TIME
 - FIRECONTROL FIRING "FEEL"
 - FIRECONTROL ADJUSTMENTS
 - SCOPE MOUNTING PROVISIONS
- CAN I OPERATE THE RIFLE EASILY AND IS IT SMOOTH?
- DEGREES OF BOLT ROTATION
 - BOLT LIFT FORCE
 - "NO DRAG" FOLLOWER
- IS THE RIFLE EASY TO MAINTAIN?
- EASY DISASSEMBLY OF THE BOLT
 - SYNTHETIC STOCK VERSION
 - STAINLESS STEEL VERSION
 - CORROSION RESISTANCE
- IS THE RIFLE SAFE?
- COCKING INDICATOR
 - REPUTATION (PRODUCT LIABILITY)
- II. WHERE DO WE WANT TO BE?
WHAT IS OUR MARKETING APPROACH (LOW END/HIGH END)?
- III. WHAT ARE OUR OVERALL RIFLE OBJECTIVES?
WHAT ARE OUR FIRECONTROL OBJECTIVES?
- IV. HOW DO WE ACHIEVE OUR OBJECTIVES?

