

the customer based on the intended usage of the products. In the case of rimfire rifles, it can reasonably be assumed that there are two distinct customer groups. These groups can be categorized as the "plinker" and the "enthusiast."

- The "plinker" by in large makes up the predominate sector of the rimfire rifle market. Typical end use would range from casual target shooting to occasional small game hunting. Purchase decisions by the "plinker" would be influenced by price, value, and brand recognition. The "plinker" would often select a product based on the recommendation of a friend or relative, or through ample exposure to some advertising medium. The "plinker" would expect accuracy required to consistently hit small targets such as cans, pie plates and small game, with relatively few malfunctions across a broad range of ammunition offerings (especially price point ammunition).
- The "enthusiast" can be classified as a smaller yet more discriminating customer base. The "enthusiast" may be a competitive or semi-competitive target shooter, or varmint hunter relatively well versed in firearms technology and ammunition capabilities. Accuracy expectations from this customer will typically be 1 Minute-of-Angle or less with a very low tolerance for malfunctions of any kind. While more discriminating in tastes and expectations, the "enthusiast" is less influenced by price point and more apt to make their purchase decision based on reputation, technical write-ups and word of mouth throughout elite shooting circles.

Brand Perception

- Although no known comparative study is known to exist with respect to measuring brand perception exclusive to rimfire rifles, some conclusions can be drawn from Sports Market Research Group's (SMRG) 2000 study of the overall (centerfire & rimfire) market³, as well as through general knowledge gained through discussions with consumers and the monitoring of internet message boards. Listed below is a summary of Remington's brand perception, along with the

³ SMRG's U.S. Marketac 2000 Annual Report - Rifles