

## **EXECUTIVE SUMMARY**

***Vision Statement*** – No other manufacturer of firearms, ammunition or accessories has the rich history, the brand strength, the length and depth of product, or the world class personnel of the Remington Arms Company. These strengths place Remington in an industry-leadership position in terms of integrity, customer service and new product innovation. A solid, thoughtfully executed marketing plan based on sound product management will ensure Remington's dominant role in the world firearms marketplace over the long term. This Strategic Marketing Plan is the path towards that goal.

***Mission Statement*** – When charting a path for the future Firearms Division's guiding principles will be three fold:

1. Manage the current product line for maximum profitability, maximum sustainability and in accordance with a detailed strategic framework.
2. Build a new firearms portfolio that is without peer by harnessing Remington's considerable technical talent and intellectual competency.
3. Service the needs of the market place with speed, accuracy and an eye to the future.

***Business Objectives, Shotguns*** – In summary, the three year business objectives for shotguns are:

- Autoloading Shotguns - Grow market share from 28% to 38% by taking advantage of specialty markets, launching a serious quality improvement effort for the Model 1100/11-87 and by creating a revolutionary new autoloader that will outperform anything currently available. In addition, grow margins by significantly cost reducing current product.
- Pump Action Shotguns - In pump action shotguns, the goal is to gain at least 5% share through a two-pronged approach. The first phase of the plan is to improve the cosmetic appeal of the Wingmaster and the Express/Special Purpose lines. Phase two is a cost reduction effort in Express guns that will be reflected in price to take share away from Remington's low-cost competitors.
- Break Action Shotguns/Special Product Opportunities – The goals in Remington's Over/Under shotgun business are to grow market share from less than 1% to 6% before 2006 and to build sustainable margins into the O/U line. In addition, special products such as a price-point bolt action slug shotgun will open new and lucrative markets for Remington.
- Extra Shotgun Barrels – In the short term growth in the extra barrel business will come from expanded offerings in 16 gauge and more accurate rifled slug barrels. Long term growth in extra barrels will come from offerings for the Model 2100 New Gas Autoloading Shotgun.