

### **Over/Under Shotgun Product Strategy – 2003**

- 2002 introduction of the new Model 332 came about too quickly to formulate a strong marketing plan for this gun. The 2003 plan, however, will benefit from the exposure in print advertising that is taking place this year. MCD must budget sufficient resources towards print media exposure to support the Model 332 as the worthy successor of the original Model 32.
- An effort will be initiated to improve the balance of the Model 332 in the 30" barrel version.
- 2003 will be a cost reduction year for the Model 332. A focused effort to streamline the production process will be initiated that reduces part and assembly cost to improve margins.
- Marketing will continue the communication/education effort with Manufacturing in regard to quality standards. Quality reviews started in 2002 by the Model 332 Quality Audit Team will be ongoing to ensure that standards are being upheld, especially as the cost reduction effort takes shape.

### **Over/Under Shotgun Product Strategy – 2004 and Beyond**

- Once the quality standards and cost reduction measures are in place it will be time to expand the O/U line with a high grade gun. This model of 332 will have select grade walnut, high luster blued metal, and engraved sideplates that follow the Model 332 heritage of understated, elegant embellishments. Having a field grade *and* a high grade gun is an important part of legitimizing the O/U line.
- In addition, a target grade Model 332 will be explored for the competition shooter. This gun should have a redesigned stock with straighter comb, a more pronounced sweep to the grip, and a semi-beavertail fore-end. Porting, back-boring and lengthened forcing cones will be available as well.
- Once the current O/U becomes more cost-effective, the next best way to validate the Model 332 in the marketplace is to introduce a 20 gauge version with a small, lightweight frame and low overall weight. Today's upland game hunter demands the option of a small frame O/U, and 20 gauge is the most popular of the small frame O/U shotguns.
- Market share goals for the Model 332 (% of total domestic units) are:
  - 2004 – 2%
  - 2005 – 6%
  - 2006 – 10%
  - 2007 – 14%