

Sales Plan

7. Areas of Focus

7A. Products (Sku's)

Review '04 programs / new products with key buyers in all direct accounts.
 Remington gun sales slow at dealer-distributor levels . This is partly due to the economy, but more recently affected by the continuing growth of "Box" stores such as Bass Pro, Cabelas and Gander Mountain in this market area. Foster will continue to work with larger independent dealers to promote Remington products overall.
 New 2004 samples have been ordered, and will be shown around as received.
 Review subject to stock / availability lists / inventory with all customers
 JSC Earnhardt .22 Rifles
 JSC Stocking Orders
 JSC '04 Flyers - planning turkey gun / express specials in upcoming flyer with turk. rifled choke tubes listed below - purchase gun receive Rem. turk. choke valued at \$29.95 ea. (while supplies last).
 Sales Focus has been on fill-in orders for rifles and shotguns from the Availability list.
 Remington Light Varmint rifles have generated interest and orders.
 Working on doing another run of R-5 millspec special run at AcuSport for 2004
 Developing stainless bbl action, with classic style stock in .220 Swift for AcuSport special run
 Create special run opportunities for the second tier distributors to create their own niche
 Finalize all show specials for upcoming distributor shows (AcuSport and Baumler)

7B. Accounts

Work with Grice to make more efficient use of firearms supplemental coop dollars.
 Schedule Remington new products sales meeting at Bonitz bros. and Grice Whlse as soon as new gun samples are available.
 Contact all buying group accounts in season for late season fill in business.
 2,000 unit special run M597 Earnhardt Rifle project with JSC. Awaiting Remington approval.
 Work on '04 stocking orders - JSC, Beikirch.
 Review '04 with buying group accounts - accounts conditioned to order at Show and wait for specials. specials. It would benefit everyone, to get these out early so we can tie up available dollars before competition gets them.
 Horton's continues to work on selling off inventory. He has placed orders for 120 bullet knives but only six of the Wildlife knives. He carried over 2002 inventory of this knife.
 Camfour has ordered fill-in product from the availability list, a very useful tool.
 Work with WL Baumler to get qualified under 125% over under autoloader program
 Get 2004 Firearm orders on the books by Jan 1
 Resolve any issues regarding upcoming wholesaler shows (Baumler and AcuSport)
 Work with Sports Inc dealers to get orders written prior to the shows, then adjust as needed with show specials.