

7C. Territory Problems and Resolutions

The Remington Fall Rebates have helped sell 7400 and 7600 rifles. The Ultra Mags have not sold that well.

Aggressive distributor pricing and terms shifting independent dealer business more to distributors than buying direct under Remington programs.

Recommendations have been sent in for program to focus GCWS on Remington target gun sales in 2004. Awaiting Remington reply

Got Grice special run M/7600's listed on Remington's web page to help sell through inventory- and lay groundwork for other special runs.

Chain Stores - Sam's 700ML combo on Remington website at pricing lower than MSP. Would like to offer to dealer /distributor base

Dealers have reported "fair sales" on the Model 7400 and 7600 rifles. The Rebates on these rifles help to move the product off the shelf.

Ultra Mag rifles at the dealers have not sold well this fall even with the rebate. The 673 Guide Rifle has sold when the dealer has them in stock. The 350 Rem. Mag is the choice of caliber.

WL Baumler concerned about high Remington gun inventory for years end. Carry over will directly affect ordering pattern for 2004

WL Baumler stating concern for Spring Gun Programs not counting towards his 2004 qualifier.

Soft sales this fall at retail will result in higher carry-over into 2004 ie. Ace Sporting Goods

7D. Promotions

Foster
Store sales meetings for D&R Sports locations Nov. 17-18/03.
Customer hunt X-ring Supply Nov. 22, 2003.

Waite III
JSC Remington Christmas Party for ALL personnel - big hit with owners and management!
Increase Remington focus

Beikirch / Stonewood pheasant hunt - review '04 Remington product including accessories. 12/14/03.
Stonewood / Uncle Sam's Trading Post / Edinboro Outdoors - customer hunt review transition, sports application, etc. 1/5/04

Ryan
Harry's Army and Navy Fall Gun Sale 11-15
Harold Koehler Scholarship Shoot 11-30

Wheaton
AcuSport special gun promotion scheduled for December - Inventory reduction
WL Baumler Remington Firearms promotion scheduled for December - inventory reduction