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Rep Group Region Report

Information

1. Rep Group Name (Sales Agency:) _____STONEWOOD - November, 2003_____

2. Date: Dec. 11, 2003

SWOT Analysis

3. Remington Product Strengths

New product innovation and early support by outdoor writers in trade magazines.
Special run opportunities.
Web page support.
Improved delivery of new products and key sku's vs. competition.
700 Rifles / 870 Shotguns
Gun, Ammo and Accessory Manufacturer "under one roof. "
700BDL Limited - run again in different caliber at '04 SHOT Show - Remington
pull through ad in SHOT business magazine for participating distributors.
Remington rifles and shotguns available for immediate shipment for fill-in orders.
Remington is U.S.A. manufactured and has a reputation for legendary accuracy out of the box.
Remington offers the largest variety of rifle calibers and models of rifles to choose from.
Price point on autoloader target shotguns make it affordable to entry level shooter.
870's years of reliability have established reputation in the market place
710 has proven to be an accurate shooting price point product

4. Remington Product Weaknesses

Entry level bolt action rifle needed in the line.
Need new auto shotgun offering to update 1187.
M/332 line extension over due. Need other gauges, and target versions.
New muzzle loader to compete with Knight and Thompson Center.
Still hear Winchester argument for 3 position safety.
700 Muzzleloader too expensive, not what consumer looking for.
Expand offerings in Winchester Short Mag cartridges.
Chain stores eroding customer pride in ownership, consumer focusing on price /
dealers slaying away from express guns and focusing on product niches.
Salesmen need new 2004 product samples to carry on dealer calls now.
Model 11-87 Super-Mags do not sell against the Benneli line.
Four M700 SPM have been returned to AcuSport from customers complaining of trouble chambering
cartridges and bulged cases after firing.
Skyline camo pattern needs to be changed to branded camo such as mossey oak or advantage

5. Opportunities For New or Existing Products

Newer look and feel to current offerings.
Adjustable trigger M700
Model 700 in Ruger .204
New muzzleloader - design and price, build from the ground-up
Market 7600 Police to public as an essential carbine w/receiver peep sight
Work in conjunction with Wilson on special product 870's marketed direct from Remington.
Expand 870 20 ga. cant. pump to include Wingmaster offering for older hunters
673 Manlicher
Build 700 in .444, .450, or similar caliber - short barreled large caliber brush gun with
scout scope rifle base
1100 20 gauge cant.
Bolt Action Rimfire 504 in 17HMR, 22 Hornet and 22 Mag.
Expand the Model 332 line to include smaller gauges and tournament grade guns.
Offer HeviShot choke tubes in IC and Mod. For waterfowlers.
Offer Model 700 rifles in the Winchester Short Mags. The 270 sold well.
The Remington Light Varmint rifle line should be expanded to include 308 Win and 7mm08 calibers
Expand ultra mag caliber offerings, Winchester has vast array of cartridges and becoming leader
in Ultra Mag market.
All wood guns to include R3 Recoil pad
597 carbine, compact size, skeletal take-down style stock

6. Threats To Remington: Products or Market Share

Full presence of competitive offerings in O/U market vs. M/332 in 3 sku's.
Tikka T3 advertising adjustable trigger 2/4 lbs
Competitive muzzle loaders (Knight and T.C . Design is what the consumers are buying.
Model 700 ml's need a face-lift
WSM caliber offerings definitely have taken over S/A mag market.
Browning's dating terms for dealers allows them to stock up. Direct dealers continue
to buy Remington guns conservatively because of short terms- and good deliveries
Winchester Select Energy O/U Shotguns as previously reported to Rob McCanna.
New Winchester 25WSSM Cartridge and Rifle offerings.
Winchester Super Grade, Model 70 Rocky Mountain Elk Foundation in 300WSM
Winchester 9417 - looks like 9422, 17HMR
Marlin Bolt Action .22 Rifles with T-900 Fire Control Systems
Legacy Sports buy 15 get 1 free promo
NEF Sidekick, non-firearm muzzleloader
Winchester Coyote Model 70 Rifle, CRF, calibers including 25WSSM
Browning's new Synergy over/under shotgun will be a threat to our Model 332 if they can deliver it.
Winchester and Browning rifles offered in the Winchester short Mags are selling very well I
against the Remington SAUM rifles. Dealers report consumers prefer the Winchester caliber
offerings over the Remington Ultra Mags
New Ruger .20 caliber offering ballistics similar to .221 fireball. Will affect .221 fireball sales.
Manufacturer programs such as the Mossberg "Maximize it" program and Legacy arms buy
15 get one free program have encouraged dealers to purchase these manufacturers products
for increased profitability.
Dealers perception of Remingtons relationship with the box and chain business. Dealers feel
they are being short changed by Remington and big boxes are receiving preferred treatment in
shipments and pricing. Losing dealer support based on strong sell pricing and advertising by the
chain business.

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.

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 run gun promotion scheduled for December - Inventory reduction
WL Baumler Remington Firearms promotion scheduled for December - inventory reduction

8. Orders Written

8A. Dollar Amount of Sold "obsolete stock"

8A. Dollar Amount of Sold "available stock"

8A. Dollar Amount of Sold "regular program orders"

9. Comments

Targetmaster set to release initial shipment of special run safes to be delivered in December.

E-mail accessories business referrals going very well at D&R Sports. They have recommended additional items be added to offerings listed.

Keystone country store added to E-Mail accessories referral dealer list.

Safe sales overall continue weak. Pricing not competitive with market.

Need follow up on JSC Earnhardt Safe project, want to get '04 off to a great start!

Once safes underway, buyer will discuss #3 / #8 Special Run Bullet Knife offerings.

Need to set '04 goals with Jerry Guiliano and JSC buyer David Kaufman so we all know what direction we are going in next year.

500 rifled turkey choke tubes sold on 12/10/03 for JSC spring promotion, to be advertised in flyer - \$2.

Horton placed orders for the Wildlife and 2004 Bullet knives.

Mid January shipment of this product may be detrimental to re-orders.

Need an introductory safe program that is strong enough for customers to buy into Remington safes. After the initial buy in and product moves through this program wont be as important. Need to get safes into big safe dealers, currently not getting any business due to pricing issue.

DAC Technology universal cleaning kit selling at wholesale for \$15.00. Volume levels for AcuSport total company on this kit YTD was about 2,000 units.

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