

## TABLE OF CONTENTS

### I. SUMMARY

- A. Reason for Study
- B. Conclusions and Recommendations
  - 1. Plant Improvement Program for Product Quality Improvement and Reduced Manufacturing Cost
  - 2. Design Improvement Program for Quality Improvements and New Products Built on Existing Line
  - 3. Sales and Management Policy Studies to Improve Sales and Reduce Costs
  - 4. Long Range Gun Design

### II. DISCUSSION

- A. Course Pursued in Study
  - 1. Competition of Comparable Guns
  - 2. Price Position
  - 3. Reliability
  - 4. Customer Appeal to Attract Attention
  - 5. Customer Need
  - 6. Advertising
  - 7. Sales Methods
  - 8. Sales Effort
  - 9. Long Range Customer Growth
- B. Discussion of Objectives and Conclusions
  - 1. Analysis of Sales and Effect of Competition
    - a. Competition of Comparable Guns
    - b. Effect of Age on Model Sales Volume
    - c. Effect of New Models on Sales Volume
  - 2. Analysis of Price Position
  - 3. Analysis of Reliability
  - 4. Improvement Program
- C. Recommendations
  - 1. Plant Improvement Program for Quality and Cost Reduction
  - 2. Design Improvement Program for Quality and New Products Built on Existing Line
    - a. Design Improvements to Supplement the Plant Program to Improve Reliability
    - b. New Products Built on Existing Line
    - c. Product Sales Stimulants