

## II. DISCUSSION

### A. COURSE PURSUED IN STUDY

There can be many contributing factors which affect sales volume, such as:

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 efforts.
9. Long range customer growth.
10. Business or economic conditions.

Data were collected for analysis of (A) Sales and effect of competition of comparable guns, (B) price position, and (C) reliability of Remington guns in order to get ideas for possible areas of activity which might increase sales and earnings. In addition to an independent review of these data, meetings were held at the Ilion plant at which the objectives of this study were outlined by the Plant Manager, these data were shown and discussed and each gun model reviewed with the request for ideas of any nature which might assist in accomplishing Remington Management's request. These group discussions included:

Plant Production  
Production Engineering and Control  
Methods & Standards  
Research and Development  
Planning and Accounting.

After a review of all ideas submitted by the above group a program was formulated and recommendations prepared for consideration by Sales and Management before proceeding with economic evaluations which should be the next action.

### B. DISCUSSION OF OBJECTIVES AND CONCLUSIONS

#### 1. Analysis of Sales and Effect of Competition

There has been a decline in volume and profit on total gun sales since 1956. (See Chart 1). An additional decline is forecast for 1958.