

(8) Market Non-Frangible Target Birds for Hand Trap Use

Specifications

Size and shape - same as our current Blue Rock targets.

Non-frangible, non-ricocheting; made from either rubber composition, paper mache, or similar composition.

Eventual destruction by continued direct hits, say 6 direct hits.

Consumer Appeal

Availability of moving targets for practice shotgun shooting at the local retail level.

Low cost shotgun target shooting.

Remington Benefits

Retail outlets currently do not care to handle standard Blue Rock Targets because of breakages in handling and storage.

Non-frangible bird as proposed above should overcome this complaint.

Increased sales volume of targets.

Increased sales of shotgun ammunition.

Stimulate sales of shotgun volume.

Low capital investment.

Good competitive position.

Good free advertising copy for Remington.

- (9) As a Sales Stimulant Consider Making Available a Rifle with Extra Barrel at Extra Cost but Part of a Package Deal - One Barrel for a Good Game Cartridge 30-06 and a Second Barrel for a Good Varmint Cartridge like our .222.

Customer Appeal

Essentially two rifles in one at a lower cost for those who would never put out the money for two separate rifles.