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## Bolt Action Rifle Strategy - Marketing Research

### Need Five (5) Samples:

#### 1) Low Price M/700

Price  $\approx$  M/788

Features - M/700 long action, 22" barrel, M/788 sights, birch stock, press checking(?), formed magazine follower, no floor plate, straight classic stock, low cost bolt handle (no jewel on knob), no Harper butt on action (and possibly barrel), no sling swivel studs, no grip cap, low cost lacquer finish

#### 2) M/700 ADL Competitive with Ruger M/77

Features (As per July 14, 1981 letter from Marketing)  
- Standard M/700 action, detachable floor plate, no iron sights, scope mount rings (included in package/not installed), redesigned cast magazine follower, no bolt lock, jeweled bolt, M/700 ADL stock, cut checkering (with reduced pattern from BDL or Classic), new lacquer finish - medium gloss, sling swivel studs, M/4 butt plate, BDL grip cap

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## Bolt Action Rifles (Cont)

### 3) Upgraded M/700 BDL

Features - Present BDL + M/4 type grip cap, contrasting wood fore-end tip (eg rosewood), steel trigger guard, floor plate, improved metal finish, scope mount rings (included in package/not installed), new lacquer finish - medium gloss

### 4) Bolt Action Carbine

Features - Same as recent models

### 5) Model 7

Features - As currently proposed + straight stock with cheekpiece (If necessary, buy a custom stock such as those currently made for M/700's)