

Business Plan Mtg.

Sept. 1982

Marketing items

Clem Riley

(MARKETING)
5-YEAR BUSINESS PLAN - DOMESTIC
FIREARMS

MARKET SHARE OBJECTIVES

- BASE YEAR - 1982	<u>REMINGTON</u>	<u>USR</u>	<u>BROWNING</u>	<u>RUGER</u>	<u>MARLIN</u>
SHOTGUNS	20%	13%	6%	—%	1%
RIMFIRE	9	4	4	20	45
CENTERFIRE	18	16	4	22	19
- OBJECTIVE - 1987					
SHOTGUNS	26%	10%	8%	—%	1%
RIMFIRE	12	3	4	21	47
CENTERFIRE	24	13	5	24	22

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5-YEAR BUSINESS PLAN - DOMESTIC
FIREARMS

KEY MARKETING STRATEGIES

A. PRICING

- AVERAGE ANNUAL INCREASES SLIGHTLY HIGHER THAN CPI PROJECTED LEVELS. 1983 - 7.0% 1987 - 8.0%
- WHERE PROPRIETARY POSITION ON ONE-TIME SELECTED OFFERINGS EXIST, PRICING WILL BE ESTABLISHED TO MAXIMIZE EARNINGS.

B. TRADE PROGRAMS

- EMPHASIZE DISTRIBUTOR NETWORK BY IMPLEMENTING A DISTRIBUTOR ALLOWANCE.
- PROVIDE EARLY ORDER/EARLY SHIP INCENTIVES.
- PROVIDE SERVICE AT 90 +% ON INITIAL ORDER AND ALL FILL-INS.
- MINIMIZE TERMS TO REDUCE CURRENT FUNDING OF ACCOUNTS FOR LONG PERIODS OF TIME.

C. PRODUCTS

- INTRODUCE A LIGHTWEIGHT CARBINE, RESTYLED 700 ADL AND LIGHTWEIGHT 1100 IN 1983.
- CONTINUE LIMITED RUN OFFERINGS OF SPECIAL CALIBERS OR MODELS THROUGHOUT THE 5-YEAR PERIOD.
- ASSESS THE FEASIBILITY OF REPRODUCING SIDE-BY-SIDE SHOTGUNS UNDER THE PARKER TRADEMARK IN SUPPORT OF OUR QUALITY IMAGE.
- PLACE FURTHER EMPHASIS ON CUSTOM GUN AVAILABILITY.
- INTRODUCE IN 1984 A LIGHTWEIGHT, SHORT VERSION 870 PUMP GUN, A SHORT VERSION DEER GUN AND A SHORT VERSION WATERFOWL GUN.
- INTRODUCE IN 1986 A NEW BOLT ACTION RIFLE WITH CONSUMER PERCEIVED STYLING AND MECHANICAL DIFFERENCES.
- INTRODUCE IN 1987 A NEW LINE OF SHOTGUNS IN SUPPORT OF AMMUNITION OFFERINGS SPECIFIC TO REMINGTON.

D. ADVERTISING

- PROVIDE CO-OP ADVERTISING ON SHOTGUNS IN 1983.
- EXPAND CO-OP TO ALL GUNS BY 1985.
- CONTINUE EMPHASIS ON PRODUCT FEATURES - BENEFITS.
- EMPHASIZE OLDEST AMERICAN MANUFACTURER.
- PROVIDE CONSUMER PROMOTIONS IN SUPPORT OF NEW AND EXISTING PRODUCT OFFERINGS.
- TEST T.V. IN SELECTED GEOGRAPHICAL AREAS WITH HIGH MALE AUDIENCE PARTICIPATION.

PROFIT OBJECTIVES

WITH CONTINUED EMPHASIS ON COST REDUCTION, INVENTORY CONTROL AND ANNUAL INTRODUCTION OF NEW AND RESTYLED OFFERINGS DESIGNED TO ENHANCE SALES THROUGH THE CONVENTIONAL OUTLETS, IMPROVE PTE FROM AN ESTIMATED 2-3% IN 1982 TO 15 +% IN 1987.

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