

JIM CARMICHAEL'S COMMENTS
WERE POSITIVE ON REC-BAR CONCEPT.
2-93. <sup>MUST BE A DISCONTINUITY:
TO SIMULATE 304/REC JOIN</sup> THIS HAS RAISED MKT
FEARS ON CONCEPT. September 30, 1992

Proposed objective statement for new process technology Focus Panel
groups proposed for 4th quarter of 1992:

OBJECTIVES

Primary: to explore potential market reaction to a new manufacturing
technology which provides an one-piece barrel/receiver for a new line
of Remington bolt action centerfire rifles;

Secondary: to determine overall customer reaction to the
(non-functional) mockup rifle and aesthetic preferences toward
selected elements.

1-7-93
OUR
PREMISE: THE ~~EXISTING~~
BENEFITS TO THE BUSINESS OF
~~RECEIVER~~ NBAR LIE IN THE NEW
OF REC/BAR
PROPRIETARY PROCESSING AND
SHORTER LEAD TIMES AND
REDUCED INVENTORY TO SERVE
THE CUSTOMER.

⇒ NBAR RESOURCES FOCUS
ON DEVELOPING THIS CONCEPT.

⇒ WE WANT TO KNOW
INITIAL CUSTOMER PERCEPTIONS
TO ADDRESS C DESIGN STAGE

PURPOSE FOR
MARKETING: THEY WANT TO GET A
FREE FOR RESTYLING OPTIONS FOR M700.

2-93 look @ And