

10-15-93
WAW

MARKETING

POINT OF VIEW

HIGH

- RESPONSIVE TO THEIR ASSESSMENT OF WRITERS' & CUSTOMERS' PERCEPTIONS OF REALITY.
- AVOID MULTIPLE FEATURE OPTIONS WHICH WOULD COMPOUND/CONFUSE SALES INVENTORIES
- PRESERVE PRODUCTION CAPABILITY TO SATISFY M700 DEMAND
- EASY TO UNDERSTAND AND USE
- USER ABLE TO OPEN [AND CLOSE] BOLT IN A SAFE CONDITION ("3-POSITION SAFETY")
- BOLT LOCKED DOWN IN "S" CONDITION

MEDIUM

- CUSTOMER-ADJUSTABLE TRIGGER PULL FORCE ONLY DOWN TO MINIMUM SATISFACTORY LEVEL
- NOT ADJUSTABLE EXTERNALLY
- BOLT STOP RELEASE AWAY FROM "IN FRONT OF TRIGGER"
- NO SAFETY ON TANG
- LEFT-HAND VERSION (12-15% OF MARKET)

LOW

- 2
0
- FIELD-CONVERTIBLE FOR OPERATION WITH OR WITHOUT BOLT LOCK

NOT

- MAGAZINE-BOX DISCONNECT SYSTEM