

GENERAL AREAS OF COST REDUCTION  
FROM MOST REDUCTION OF COST TO LEAST EFFECT

1. USE A SYNTHETIC STOCK MOLDED IN HOUSE (APPROX. 3-5\$)  
WITH NEW OUTSIDE CONTOUR TO MAKE THE GUN LOOK  
DIFFERENT WITH NO GRIP CAP AND NO RECOIL PAD  
(LIKE M/522 STOCK)
2. LOOK AT THE ENTIRE M/700 MANUFACTURING LINE WITH THE IDEA  
OF REPROCESSING IT TO REDUCE FACTORY COST.
  - CNC STAND ALONE MACHINE CENTERS
  - CHANGES TO GFM FORMING
  - ECM RIFLING/BUTTON RIFLED AT THE  
VERY END OF THE PROCESS
3. RE-DESIGN OF THE BOLT HANDLE AS A STAMPING/FORGING TO  
REDUCE ITS COMPONENT PRICE.
4. USE SYNTHETIC PLASTIC FOR THE FOLLOWING COMPONENTS
  1. MAGAZINE FOLLOWER
  2. TRIGGER GUARD (NEW CONTOUR-DIFFERENT THAN ADL)  
OR TRIGGER GUARD/FLOOR PLATE COMBINED INTO  
ONE COMPONENT
  3. MAG. BOX BODY
5. RECEIVER CUTS/DESIGN CHANGED TO REDUCE OPERATIONS AND  
CHANGE COSMETICS
  1. "ONE CUT" PORT CUT
  2. "FULL ROUND" RECEIVER
6. REDUCED SHIPPING CARTON AND PACKING REQUIREMENTS
7. RE-DESIGN THE HOUSING ASSEMBLY FOR THE M/700 AS A MIM  
COMPONENT WITH A STAMPED COVER PLATE. THIS MIM  
COMPONENT WOULD COMBINE THE ONE SIDE PIECE (STAMPING)  
THE TWO SPACERS AND ELIMINATE THE 4 RIVETS.
8. RECOIL LUG ELIMINATED BY HAVING THE STOCK PERFORM THAT  
FUNCTION (STOCK COMES UP INTO THE RECEIVER (2 PLACES?)  
RATHER THAN THE LUG COMING DOWN INTO A CAVITY IN THE  
STOCK
9. ONE PIECE BOLT  
COMBINE THE BOLT BODY AND BOLT HEAD INTO ONE COMPONENT
10. BOLT PLUG RE-CONTOURED AND DESIGNED AS A SIMPLER  
SCREW MACHINE COMPONENT

Sept 17, 1974

BOLT ACTION RIFLE MEETING

- I. WHERE ARE WE NOW? HOW DOES THE M/700 STACK UP TO THE COMPETITION? WHAT IS OUR CURRENT MARKETING APPROACH?
  - PRICE
  - CUSTOMER CONCERNS/FEATURES
  - DOES THE RIFLE FEEL GOOD?
    - STYLING
    - STOCK FIT
    - LEFT HAND VERSION
    - FIT AND FINISHES
    - RECOIL FEEL (MUZZLE BRAKE)
  - DOES THE RIFLE COME IN THE CALIBER I WANT?
  - DOES THE RIFLE FIRE WHEN I PULL THE TRIGGER?
    - FEEDING RELIABILITY
    - DETACHABLE MAGAZINE BOX
    - FLOOR PLATE/BLIND MAGAZINE
    - BOLT LOCK
    - EXTRACTOR DESIGN
  - CAN I HIT WHAT I AM AIMING AT?
    - ACCURACY
    - LOCK-TIME
    - FIRECONTROL FIRING "FEEL"
    - FIRECONTROL ADJUSTMENTS
    - SCOPE MOUNTING PROVISIONS
  - CAN I OPERATE THE RIFLE EASILY AND IS IT SMOOTH?
    - DEGREES OF BOLT ROTATION
    - BOLT LIFT FORCE
    - "NO DRAG" FOLLOWER
  - IS THE RIFLE EASY TO MAINTAIN?
    - EASY DISASSEMBLY OF THE BOLT
    - SYNTHETIC STOCK VERSION
    - STAINLESS STEEL VERSION
    - CORROSION RESISTANCE
  - IS THE RIFLE SAFE?
    - COCKING INDICATOR
    - REPUTATION (PRODUCT LIABILITY)
- II. WHERE DO WE WANT TO BE?  
WHAT IS OUR MARKETING APPROACH (LOW END/HIGH END)?
- III. WHAT ARE OUR OVERALL RIFLE OBJECTIVES?  
WHAT ARE OUR FIRECONTROL OBJECTIVES?
- IV. HOW DO WE ACHIEVE OUR OBJECTIVES?

