

It was agreed that the Development Schedule should include all products intended for introduction within a three-year future period, and other longer-range developments which will significantly affect current products or planned interim product replacements.

The relationship between Development Schedule dates and calendar year-based Sales Department programs was defined. In the Sales Department table below, Column 1 denotes new product scheduling which is most effective for (a) maximum publicity, (b) efficient competition, and (c) attainment of full twelve-month forecasts. Column 2 sets forth extreme "deadline" scheduling which can be expected to cut forecast sales volume by 33% to 50%.

	(1) Most Effective Product Schedule	(2) Extreme Deadline Product Schedule
Field Test and Sales Acceptance	July-September	November-January
Warehouse Date	December-January	June 1
Announcement to Jobbers	January 1	April 1*
First Jobber Shipments	January	June 1
Publicity and Trade Advertising	March 1	June-July
Consumer Advertising	May-December	August-December

*Jobber dating order deadline is April 30.
Must have 30 days minimum for buyers to consider new models in dating orders.

The Sales Department points out a recent tendency to slip toward extreme deadline product schedules, particularly with firearms which are adaptations of existing products requiring less preparation for introduction. Products now on the Development Schedule represent major changes and major costs; these products require the most effective scheduling possible to insure their sales performance.

The Committee supports the Sales Department position.

Status of items on the Development Schedule is set forth below. Items are reported by classes, and within classes, are taken chronologically by planned announcement dates.