

E. ADVERTISING

Although the basic objective of the advertising plan will be to promote sales of The 3200 shotgun, the tenor of the ads will be beamed toward selling Remington's progressive corporate image as a modern manufacturer of the world's most wanted sporting arms and ammunition.

A comprehensive advertising schedule is planned in our regularly used publications. To carry the above message, we are considering the use of high circulation magazines such as Sports Illustrated and some business publications.

F. PROMOTION

Present plans call for the formation of "The 3200 Shotgun Club." The consumer can complete a card accompanying the gun, return to us and we will send him an attractive pin for his shooting vest.

Other appropriate in-store promotion material is being planned.

G. FORECAST AND SALES PLAN

1973 sales are forecast at 15,000 units. Of these, we expect about 75% to be ordered in target grade specifications including the "1 of 1,000" series.

Based on these assumptions, we expect the following distribution of product: