

Consistent with our aims to improve profitability and return on investment of the Remington 3200 shotgun, we propose the following new version to be marketed exclusively by the International Division in 1973.

Background: Since the introduction of the Remington 3200 "One of 1000" trap gun, demand for them from both the Domestic and International Sales Divisions has been overwhelming. In an effort to maximize our ability to meet this demand for high grade guns, we initiated discussions with International to determine if a limited run of similar guns produced exclusively for them could be marketed. Their reply was an enthusiastic "yes."

Discussions with Ilion indicate our proposal is feasible under present manufacturing operations.

Product Definition: The International high grade version gun will be directed to their trap and/or pigeon shooter market and 500 units will be produced in two specifications only. Specifically, the gun will be comparable in grade and appearance to the "One of 1000" trap gun. Checkering and engraving patterns will be identical.

The word "Premier" will be substituted for the phrase "One of 1000" on both sides of the frame. Wood will be of "F" grade quality with "oil type finish." The grip cap will be fitted with a gold nameplate. Guns will be shipped in the same hard case as the "One of 1000" versions.

The "Premier" series will be specially serial numbered from a block of numbers beginning with RPI 73001 to 73500. International feels that the RPI prefix will be particularly significant.

Results Expected: With approval, International will relinquish the 250 "One of 1000" units allocated them to Domestic Sales. The net result is that Domestic and International Sales each gain 250 high grade guns for 1973 and Remington total company has a net gain of 500 units. These additional high grade guns will enable us to significantly increase net sales dollars and profit contribution over our original plan.

Timing: The first "Premier" gun will be produced in September with production continuing until the end of the year. We will further discuss details of introduction with International, who will submit the formal marketing plan.