

BUSINESS MEETING - contd.STATUS OF NEW ITEM INTRODUCTIONS - contd.

Production presented economics on the Model 3200 Competition Grade skeet and trap shotguns, Exhibits 15 and 16, and the Model 3200, 20, 28 and 410 gauge skeet Barrel Assemblies, Exhibit 17. (Exhibit 15 - Line - Before Project - combined average performance was questioned as being lower than Marketing's 1975 projections. 1975 will include completion of One of 1000 and Premier grade sales which improves this performance.) It is planned to submit projects for both of these proposed introductions as soon as product prototype approval is given by Marketing and Management.

Announcement of competition grades is scheduled for July, 1975 and project authorization in December should permit warehousing this product in June, 1975. The skeet Barrel Assemblies are to be announced June, 1976. The goal is to obtain Board authorization of this project in January, 1975 to permit meeting the scheduled April, 1976 warehousing date.

Both of these proposed introductions improve the economic position of the Model 3200 shotgun line. However, Treasury noted the poor economic performance of the basic gun.

Marketing was requested to evaluate the effect on total sales of dropping field grade guns - see Exhibit 15 for earnings or loss of each grade.

Production reported that economics of the Model 1100, 20 gauge Lightweight improved shotgun are ready to review with Marketing.

Marketing comments on the new introductions and the 5-year Forecast are contained in Text E and Exhibits 18-21.

Discussion points were:

- Exhibit 18 shows Remington shotguns increasing in Market share since 1968. Other figures have not shown an increase. Marketing was requested to reconcile this difference.