

MECHANICAL TRAP PRESENTATION
 ILLION OPERATIONS COMMITTEE
 JUNE 20, 1975

OBJECTIVES: To develop and profitably market a complete line of quality traps as an integral part of our full line program for promoting clay target shooting.

REASON: Clay Target Shooting is the fastest growing segment of our business averaging 6% per year in unit volume.

666 million targets were consumed in 1974 and we expect the national market will exceed 700 million targets in 1975.

These targets are used in a variety of ways ranging from casual sport shooting "behind the barn" to the Grand American and National Skeet Championship. Our data shows the following market profile.

<u>Sport</u>	<u>Targets Used</u>	<u>Units, Millions</u>
Hand Trap	17.7	117
Portable Trap	17.3	114
TOTAL	35.0	231
Trap	46.2	306
Skeet	18.8	123
TOTAL	100.0	660

To participate in this growing market and contribute to its continued growth we wish to offer a full line of products serving each of the four groups listed above.

Traps are an integral part of the full line.

PRODUCT AND MARKET POSITION: Our position in the trap market, both at present and our goals, is shown in the following table.