

HIGH CONCERN FOR QUALITY THAT PERVADES THIS PLANT. THEY ALSO REVEAL THAT THERE ARE SOME THINGS WHICH WE DO NOT DO THAT MAY BE CREATING EXTRA COSTS AND INEFFICIENCIES.

COMMENCING TOMORROW, PROFESSOR KENNETH CASE HEAD OF THE DEPT. OF INDUSTRIAL ENGINEERING AND MANAGEMENT AT OKLAHOMA STATE UNIVERSITY WILL BE REVIEWING AND CONSULTING ON THE QUALITY PROGRAM HERE AT ILION. THIS WEEK'S VISIT IS THE FIRST OF 2 OR 3 SUCH TRIPS. WE ARE LOOKING FORWARD TO DR. CASE'S VISIT AND FINDINGS.

C. AUDIT PROGRAM

JOHN LINDE WILL DISCUSS THE Q. C. AUDIT PROGRAM LATER.

WE ARE ALSO CONTINUING THE PROGRAM OF QUARTERLY WAREHOUSE AUDITS CONDUCTED WITH MARKETING PRODUCT MANAGEMENT. THE MARKETING REVIEW OF CURRENT PRODUCTION RELATIVE TO VISUAL STANDARDS CONTINUES TO BE HELPFUL RELATIVE TO INTERPRETATION OF THE MORE SUBJECTIVE VISUAL STANDARDS.

THIS PAST WEEK, THE FIRST OF WHAT IS HOPED TO BE AN ONGOING PROGRAM OF EXECUTIVE COMPETITIVE AUDITS WAS HELD. A FULL REPORT OF THIS ACTIVITY WILL FOLLOW LATER IN THE PROGRAM.

D. MARKET RESEARCH

TO HELP US IDENTIFY THOSE QUALITY ITEMS WHICH ARE RELEVANT TO OUR CUSTOMERS, WE HAVE ENTERED INTO A JOINT PROJECT WITH MARKETING TO SPONSOR A FOCUS PANEL STUDY OF CUSTOMER PREFERENCES.

WE EXPECT TO START SHORTLY AND PLAN TO STUDY BOTH SHOTGUNS AND RIFLES IN A TOTAL OF 5 SESSIONS ACROSS THE COUNTRY. R & D AND PRODUCTION ARE INVITED TO ATTEND THESE SESSIONS. THE SCHEDULE WILL BE MADE AVAILABLE SHORTLY.