

BUSINESS MEETINGMARKETING - Contd.Cost

## (Key Strategy #2)

The next three strategies are in the area of cost. While not directly responsible for manufacturing costs, Marketing fully supports the aggressive pursuit of process technology to reduce cost and maximize output on investment, while improving product quality.

## (Key Strategy #3)

Marketing feels it is paramount that price increases remain below the consumer price index. Manufacturing cost increases must also remain below the CPI, to maintain margins.

## (Key Strategy #4)

Marketing fully supports the MRP system and is dedicated to providing improved forecast input into the system. The first complete line item order demand forecast has recently been given to Production. This is the first step in providing improved forecast input into MRP.

Forecasts will also be improved through keeping a closer tab on the pulse of the market. Key distributor inventories will be monitored and analyzed on a monthly basis. In 1981, the current feedback system will be expanded. This expanded feedback will be primarily aimed at information on retail sales velocity. Marketing plans to implement a return card procedure early in 1981, calling for a return card to be packed with every new gun. Return of the cards will indicate the relative flow of product at the retail level. This will assist in anticipating product movement, controlling inventories, and in providing better customer service.

Product

## (Key Strategy #5)

Next year's introduction of the new generation of auto-loading and pump action center fire rifles is well underway. Pricing and distribution strategies have been approved by management and were presented to the field force at the sales meeting this month. The field force was given a nuts and bolts type of presentation by Research and is now well prepared for the sales challenge and opportunity in 1981.