

IV. *CUSTOMER SELECTION

The purpose: To determine which manufacturer's rifle is selected, to rate over the competition, for visual appearance only. The five manufacturer's rifles were placed on a vertical board in alphabetical order to achieve a display-like atmosphere (Fig. No. 1). Studio lights assisted in highlighting the visual appearances. Thirty employees were selected randomly to rate the rifles for appearance only. They weren't allowed to handle the rifles, and they all stood approximately six feet in front of the board. A descending rating system was used with number one being the first choice. A point system was used to rate the rifles:

<u>Position</u>	<u>Points</u>
1	5
2	4
3	3
4	2
5	1

Fig. No. 1



The results:

Browning BBR	118 pts.	No. 1
Remington M700 ADL	101 "	No. 2
Ruger M77	84 "	No. 3
Winchester M70XTR	83 "	No. 4
Smith & Wesson M1500	64 "	No. 5

A complete breakdown is in Appendix C, Data Sheet No. 1

*All models were the standard models, with exception of the Browning BBR, since it only comes in one grade.