

To: Jim Martin
 From: Kevin Calkins

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Ideas to help our market position:

- 1) Have the catalog ready in January. Having it come out in May is ridiculous. Put it out on time so people know what we have to offer. Having it come out late gives everyone else the jump on us.
- 2) Offer satin or semi-gloss finish on all models, especially shotguns. The shiny RKW is not that popular.
- 3) Offer customized grip cap inserts with purchase of a model 4 or 6. We already have plain pewter inserts, simply offer to engrave the customers initials on one and send it to them after they buy the gun.
- 4) Offer an 1100 or 870 (or both) with parkerized barrel and receiver and oil finish wood with no checkering. (similar to law enforcement guns) Call them "The Hunter" models. Offer them as no frills workhorse guns.
- 5) We could offer as options barrels with recoil or muzzle jump reducing cuts. Then maybe we could get more barrel sales and get some of the business that Mag-na-port does now.
- 6) Offer to retro fit existing 12 ga. 3200 skeet guns with the other barrels to make a 4-661 set. There is much interest in