

Offer N/AE ^{scope} ^{iron} ~~driller~~ & ~~tapper~~ or mounts & sights

Supply mounts and sights to the pro line dealer - he can then service the customer by installing customer choice.

→ something dealer can do

→ K-Mart guns supplied w/sights only
(if guns going to K-Mart)

iron sights and scope mounts cost same to produce

additional revenue from K-Mart-guns if customer goes to dealer (or us) and buys rings for \$30.

→ added value item for dealer

→ distinguishes dealer from mass merchant

Spoke with Forson, phone 3-11-85