

DEPOSITED FOCUS PANEL NEW BAR -2- 4TH QTR 1992

OBJECTIVES

PRIMARY
WANTED
RECEIVER
FOR A

SECONDARY

EXPLORE POTENTIAL MARKET REACTION TO ~~AND DESIGN A NEW MANUFACTURING~~
~~TECHNOLOGY WHICH PROVIDES AN INTEGRAL BARREL ONE-PIECE~~
~~PREFERENCE ON CERTAIN SPECIFIC ASPECTS OF A PROPOSED~~
NEW LINE OF REMINGTON BOLT ACTION CENTER FIRE RIFLES TO
DETERMINE WHAT AESTHETIC AND FUNCTIONAL FEATURIZATION
ELEMENTS WOULD BE MOST DESIRABLE.

ABSTRACT

TO DETERMINE SPECIFIC CUSTOMER PREFERENCE,
FOR SELECTED COMPONENTS

SPECIFICALLY, EXPLORE CONSUMERS' REACTIONS AND PREFERENCES
WITH RESPECT TO THE FOLLOWING TEST FEATURES:

- . STOCK CONFIGURATION
- . RECEIVER STYLE
- . BARREL STYLE
- . FLOOR PLATE/MAGAZINE STYLE
- . PRESENCE AND TYPE OF BOLT LOCK AND LOCATION OF
BOLT LOCK RELEASE
- . BOLT RELEASE LOCATION
- . BOLT PLUG DESIGN (ENCLOSED VS. EXPOSED) AND
ENCLOSED BOLT PLUG STYLE
- . BOLT HANDLE STYLE
- . SAFETY LOCATION

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