

JIM CARMICHAELS COMMENTS  
 WERE POSITIVE ON REC-BAR CONCEPT.  
 2-93. <sup>MUST BE A DISCONTINUITY?</sup>  
<sup>TO SIMULATE 304/REC JOIN</sup>  
 THIS HAS RAISED MKT September 30, 1992  
 FEARS ON CONCEPT.

Proposed objective statement for new process technology Focus Panel  
 groups proposed for 4th quarter of 1992:

OBJECTIVES

Primary: to explore potential market reaction to a new manufacturing  
 technology which provides an one-piece barrel/receiver for a new line  
 of Remington bolt action centerfire rifles;

Secondary: to determine overall customer reaction to the  
 (non-functional) mockup rifle and aesthetic preferences toward  
 selected elements.

1-7-93  
 OUR  
 PREMISE: THE ~~EXISTING~~  
 BENEFITS TO THE BUSINESS OF  
~~RECEIVER~~ NBAR LIE IN THE NEW  
 OF REC/BAR  
 PROPRIETARY PROCESSING AND  
 SHORTER LEAD TIMES AND  
 REDUCED INVENTORY TO SERVE  
 THE CUSTOMER.

⇒ NBAR RESOURCES FOCUS  
 ON DEVELOPING THIS CONCEPT.

⇒ WE WANT TO KNOW  
 INITIAL CUSTOMER PERCEPTIONS  
 TO ADDRESS C DESIGN STAGE

PURPOSE FOR  
 MARKETING: THEY WANT TO GET A  
 FREE FOR RESTYLING OPTIONS FOR M700.

2-93 look @ And