

Remington Arms - Marketing Research

To: J. M. Bunting

From: D. M. Francisco

cc: J. R. Balio, T. R. Nusz

re: NBAR Meeting - 2/16/93

Discussion points:

- How many prototypes are being made and when will they be available?

Two prototypes will be available by June, but will push for an earlier date. A visit to Contours, an outside designing agency, is scheduled for March 2 to see if it is feasible for them to design and build the two prototypes.

- How are the prototypes different?

John Balio will draft a letter outlining the features of each of the prototypes.

- What are the selling points of the gun?

- Cosmetics
- Performance - Accuracy, lock time
- Detachable magazine box

- What other guns will it compete with?

- M70 Sporter DBM
- M70 SM
- Browning A Bolt Medallion
- Browning A Bolt Stainless Stalker
- Ruger M77 RKS Mk II
- Weatherby Mark V
- 700 BDL
- Sako

- **Who will provide the competitive samples?**

Jay and John will acquire the samples.

- **What market segments will the gun compete in?**

The rifle will compete in the Big Game market (Bear, Deer, Elk).

- **What price range will the gun compete in?**

The rifle will be priced in the \$400 to \$700 price range.

- **What cities should the studies be conducted in?**

Suggested cities are:

- Austin, Texas
- Phoenix, Arizona

A third city would be picked from Michigan, Pennsylvania, or Georgia.

About a month before the prototypes are ready, we will bring in Lou Gediman, a focus group moderator. He will gather information for a brochure that will be used by the focus group participants.