

WIN RING
STAGE 110.

N'BAR WITH
MARKETING

8.19.82

BOWLING
WANTS TO
AVOID
MULTIPLE
OPTIONS
FROM SALES
INQUIRY
PERSPECTIVE

WILL THE MARKET
SUPPORT A DIFFERENT
PRICE FOR A MORE
SOPHISTICATED FIRE CONTROL
BY GRADE OR GUN?

DOESN'T
WANT A LOT
OF OPTIONS
LIKE THE
ST90.

ADL/BDC
PERCEPTIONS

SP 78 | 700 ADL

Example:

- CUSTOMER CHOICE
OF BOLT LOCK OR
NOT - CHANGE IN FIELD
- TARGET TOLERANCE
ON WT. OF POLICE
- OPTIONAL FEATURES
PACKAGE

WANTS
ALL
FEATURES
AT LOW
COST

RELATIVE WT. / CREDIBILITY:

NO
DEFINITIVE
ANSWER.

TO

- C. SIMPSON'S INFO /
SURVEY

OUR CUSTOMER
SATISFACTION SURVEY
JUST REVIEWED

OTHERS UNKNOWN
TO ME

ENG. GOALS

CONSUMER
ADJUSTABLE

DEADLY (SAAMI)
TIED TO N'BAR
TIED TO N'BAR
TIED TO N'BAR

FOCUS GROUP
N'BAR

NOT A FIRE CONTROL
DESIGN FOR N'BAR.

N'BAR DATA IS SOBER.

N'BAR IS FORM FOR BASIC RESEARCH.

N'BAR

HIGH END ENTRY ^{PARALLEL} = TO 700

LET MARKET TELL US IF
700 IS TO BE DISPLACED.

PRESERVE CAPACITY
TO SATISFY M700
CUSTOMERS.

N'BAR TO BE LOWER
COST TO M'F'G FOR
MARKET STRATEGY.

N'BAR COULD BECOME
THE LOW END GUN
↓ 700 STAYS HIGH END.