

## Market Share Goals

<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>
28%	28%	31%	35%

## ■ Remington Segment Performance

Remington's centerfire bolt action rifle segment includes 700 and Seven models in many different configurations. *1996 sales totaled 189M units accounting for \$66.6MM in revenue. 1996 performance in units and dollars broke all known historical sales records for this product category.* Our recent worldwide performance follows:

	<u>1995 Actual</u>	<u>1996 Actual</u>	<u>1997 Rev. 1F</u>	<u>1997 P.O.</u>
Unit Sales	176,193	189,124	164,581	188,954
Sales Dollars (\$MM)	58.6	66.6	58.6	64.5
Standard Margin (\$MM)	28.7	34.1	26.2	28.1
Standard Margin % Sales	48.9	51.2	44.7	43.5

The principal issues facing this product segment are:

- Product quality
- Cost of manufacture
- Increased competitive pressures
- The speed of new product development which creates competitive advantage

## ■ Competitive Analysis