

FIREARMS STRATEGIC MARKETING PLAN, 2004 – 2006

CONTENTS:

	<u>PAGE</u>
Executive Summary.....	3
Shotgun Market Summary.....	5
Shotgun Industry and Distribution Analysis.....	7
Category Summary - Autoloading Shotguns	15
Category Summary - Pump Action Shotguns	24
Category Summary - Break Action Shotguns	31
Extra Shotgun Barrels Market Summary.....	39
Special Product Opportunities, Shotguns.....	42
Rimfire Rifle Market Summary.....	40
Rimfire Rifle Industry and Distribution Analysis	42
Category Summary - Autoloading Rimfire Rifles	46
Category Summary - Pump and Bolt Action Rimfire Rifles	54
Centerfire Rifle Market Summary	62
Centerfire Rifle Industry and Distribution Analysis	65
Category Summary - Centerfire Bolt Action Rifles	72
Category Summary - Centerfire Repeating Rifles	94
Muzzleloading Rifles.....	104
Custom Guns.....	111
Law Enforcement/Military Firearms.....	113
Product Quality	115
Appendix A: Product Addition/Deletion Summary.....	116
Appendix B: Three Year Budget Outlook.....	120