

### **Over/Under Shotgun Product Strategy – Overview**

- Remington's strategic direction will be to re-enter the O/U market with quality, sustainable products and grow share over the long term.
- To affect this strategy the plan will have three parts.
  - Establish and entrench the new Model 332 by providing a quality shotgun that has the right characteristics at a competitive price to similar offerings from Beretta and Browning. The public must be assured that Remington will continue with the Model 332 and not discontinue it in a year or two.
  - Streamline and cost-reduce the manufacturing aspect of this gun. This is vitally important to the long term health of the category. Various tactics will be employed to bring the cost of manufacture down so that solid margins become a reality. Alternative fabrication methods and strategic outsourcing of parts will be part of this plan.
  - Eventually expand the offerings of the Model 332 to grow volume. Different configurations and gauge offerings will validate the line and go a long way towards allaying public skepticism about Remington's resolve in its O/U products.

### **Over/Under Shotgun Product Strategy – 2004**

- MCD must budget sufficient resources towards print media exposure to support the Model 332 as the worthy successor of the original Model 32.
- In response to the requests from the trade, the Model 332 will be offered as a "premier" level gun with high gloss wood, polished blue steel and more historically accurate engraving.
- 2003 was a cost reduction year for the Model 332. A focused effort to streamline the production process resulted in a reduction of part and assembly cost to improve margins.
- Marketing will continue the communication/education effort with Manufacturing in regard to quality standards. Quality reviews started in 2002 by the Model 332 Quality Audit Team will be ongoing to ensure that standards are being upheld, especially as the cost reduction effort takes shape.

### **Over/Under Shotgun Product Strategy – 2005 and Beyond**

- Now that the quality standards and cost reduction measures are in place it will be time to expand the O/U line with a high grade gun. This model of 332 will have select grade walnut, high luster blued metal, and engraved sideplates that follow