

## **Product Strategy – 2003 Remington In-Line Muzzleloaders**

**Model 700 ML** - No new product introductions are planned for the 700ML family for 2003 as a result of a complete overhaul of the line in 2002. Focus will be placed on meeting the delivery expectations of customers where Remington has fallen short in recent years. **Efforts should be focused on areas to reduce costs of the Model 700 ML. These efforts could include, but are not limited to more cost effective solutions to accessories packaged with the rifle. Nipple/breech plug tools come to mind immediately as opportunities to pursue inexpensive stamped wrenches.**

**Pricing Considerations** – The Model 700 ML is already positioned price wise at a competitive disadvantage. As stated above, efforts should be placed on taking cost out of the product to protect and improve margins rather than adding price that will certainly erode volumes.

**Product Deletions** – No product deletions are planned for 2003.

## **Product Strategy – 2004 & Beyond Remington In-Line Muzzleloaders**

### **Model 700ML**

In 2004, consideration will be given to adding fiber optic sights to the Model 700 ML series if the opportunity is present to create additional value in the market place without sacrificing margin positions.

### **Experimental Ignition System**

Ilion Engineering is currently reviewing the potential to utilize a .22 rimfire blank as an ignition source. Should the concept prove feasible and cost effective, the introduction of a new, more reliable source of ignition could give Remington an incremental boost in Model 700 ML sales. Careful consideration and review will need to be given to Federal interpretations by the BATF and state level DNR regulations as well.

### **Low-Cost Muzzleloader Starter Kit**

Consideration should be given to Remington providing a low-cost entry level muzzleloading kit to the market place. The product would come equipped with a rifle and all key accessories required for the beginning shooter to enter the sport of muzzleloading. The kit will be clam packed such that it could be effectively merchandised by large chains and mass merchants. Consideration should be given to launching this platform under the Model 710 brand if the product can be produced at a cost that would allow for adequate margin opportunity for Remington. Consideration may also be given to a sourced product to fill this void in the market. Target MSP would be \$149 - \$199.