MARKET RESEARCH OPPORTUNITIES

Recent innovations in market research have led to more effective methods for gathering practical data on customer wants and needs. The traditional methods for acquiring this information (product surveys, focus groups, etc) can lack precision and reliability, leaving companies to often conclude that customers "don't know" what they want". Furthermore the traditional approach can assume too much about a customer's product desires without the benefit of hard data. This can lead to decisions based on data that may or may not be relevant.

To lay a foundation for more effective market research, Firearms Marketing group will initiate a plan that utilizes *outcome-based segmentation*. This is nothing more than a methodology that does not separate customers by age, income, or other demographic data, but by the desired *outcomes* that customers want. These outcomes are simply statements that describe what customers specifically want to achieve with a product. This is not to be confused with product suggestions, which are typically too narrow in scope to be of much use as meaningful marketing data. Too often these product suggestions supplant real innovation with specific *solutions,* and short-circuit the innovation process. A better methodology is available. In short, this method is just a disciplined way to use proven response-integration formulas to:

1. From a selected group of respondents, uncover the most desired product outcomes.
2. Reveal which of those outcomes are the least satisfied by current products.
3. Calculate an "opportunity score" for each outcome that clearly establishes its priority.

In the early stages of this project, some limited contact will be made with consultants and current users of this marketing concept to get the project headed in the right direction. Later, the real development will take place by harnessing the power of the Internet as the foundation for this tool. To keep development costs down, every effort will be made to use internal Remington resources to do all programming and setup. The emphasis will be on creating a user-friendly series of data-collection tools that yield the most accurate results possible. An integrated approach with Remington's current data base system will be the goal.

Manpower requirements will be minimal. Only a project coordinator, programmer, and database manager will be needed, and even then on a very limited basis. The programming and de-bugging phase of the project will take the most time and is estimated at a total of 30 man-days. The first phase of the segmentation program is scheduled for a limited beta-test in the fourth quarter of 2002. If successful, a full roll-out is scheduled for the first quarter of 2003.

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