

New Bolt Action Centerfire Program Questions

General Market Questions:

- What is our current market share and rank for centerfire bolt action rifles?
- Who are our competitors in the market and where do they rank?
- What have been the changes in rank and share in the bolt action rifle marketplace over the past 5 years?
- How big is the bolt action rifle market and how has the total market changed in the last 5 years?
- What are our sources for market share data?
- How does the breadth of our competitors' product lines compare to ours?
- Do we make any money on low volume products?
- Through what sales channels do we move our bolt action rifles?
- Which channel is the largest with respect to volume?
- Which channel is the largest with respect to profit?
- What are the main product families that are sold in the centerfire bolt action marketplace?
- What percentage of total product volume does each family represent?
- What is the seasonality of centerfire bolt action rifle sales by product family?
- What portion of our overall sales are export sales?
- Where are we exporting product to?
- How does this compare to our competitors?

Bolt Action Rifle Product Questions:

- What factors influence the consumer in purchasing centerfire bolt action rifles?
- Where do our current centerfire bolt action product offerings fall short of the competition?
- Where do our current centerfire bolt action product offerings surpass the competition?
- What is your basis for the answers to the two questions above?
- What are our order fulfillment rates for products that have been in production for at least a year?
- Are there any competitors' business models that seem to work better than ours?
- What is the breakdown of a typical SKU's product cost on a percentage basis?
- How successful were the "velocity" improvement programs that were tried in Ilion?

Specific New Product Questions:

- What product features do we need in a new gun?
- What product features do we want in a new gun?
- What is the aesthetic look or feel you're aiming for with a new gun?
- How would a new centerfire bolt action rifle product be positioned with respect to our current product offerings?
- Where do you foresee the new gun being made?
- What is the bottom-line contribution that a new gun must make?
- Have you ever heard of mass-customization or build-to-order?
- What is the typical order quantity for bolt action rifles?
- What is the customers' expected order fulfillment time for bolt action rifles?