

5. Opportunities For New or Existing Products

Need a new semi-auto shotgun possibly utilizing rotary bolt or similar design to compete with Benelli and Beretta.

Capitalizing on the success of Hevi-shot. It is believed Remington should follow up with choke tube offerings for competitive firearms.

Include M700 Winchester 300 Short Mag offerings in catalog / production rifles.

Bolt action Rim fire rifle. (value introduction as well as high end to replace M/541). Additionally need youth starter 22 rifle to get kids started with a Remington.

Full product line of O/U target guns.

Bring back the 350 Remington Mag in a short action.

Package Rings and Bases with firearms to compete against Ruger for added value

6. Threats To Remington: Products or Market Share

Verona semi-auto SX405 - 3" chambered shotgun selling to dealers for - \$246.50 for 26" / \$259.50 for 28" and 30" versions (JSC pricing). This is directly competing with 1100 synthetic market.

Reliability reputation of M/1187 shotgun.

Delivery of entire center fire bolt action line. Ruger deliveries continue to be good and are increasingly filling void left by Remington. Ruger's reputation for quality and performance has also improved. This coupled with Rebate they are currently running, has definitely affected Remington's share of shelf. (See recent call report for Juniata Trading Co. - Everett, Pa.).

Plastic parts.

The Savage rimfire bolt action Models 93R17 is filling the market place because they are delivering.

The Savage, Stevens favorite single shot in 17HMR is also selling well.

The Savage Model 10ML that takes smokeless powder, Black Powder or Pyrodex with a 209 ignition system is selling very well in the Muzzle Loader Market

Ruger \$40 rebate impacting the market. Ruger has also offered wholesaler reps a \$5 spiff for each 77R sold as well as a \$5 spiff to each dealer for each gun sold.

Winchester will be offering new Short action magnum calibers such as .223 super short action magnum and .243.

Sales Plan

7. Areas of Focus

7A. Products (Sku's)

Focus on improving shipments and selling existing inventories to position for strong stocking orders in 2003.

Focus on available to ship list for incremental sales.

Continued focus on M/700 ML's taking advantage of new deer season in Pa. allowing use of "in-line" rifles for first season.

The 2003 Bullet Knife has generated some early orders as has the 2002 Wildlife knife.

Clips and magazines have also been selling well with some RemOil orders to help out.