

**New Bolt Action Centerfire
Kickoff Meeting**

May 24, 2005

Agenda

- Program Approach
- Market
- Our Products
- New Business Model?
- Design Philosophy
- New Product Wants and Needs

Program Approach and Direction

- **Program will be like building a house**

- This meeting is for siting the house; subsequent discussions will work on the house design details

- No "pounding nails" until the necessary underlying details are outlined, finalized and agreed upon

- It's OK to tour model homes to get ideas, will be done in parallel with finalization of underlying design details (benchmarking)

- Bottom-line: We're going to know where we're going before we leave on the trip!

- **Crawl/Walk/Run**

- Upfront agreed upon design objectives

- Early evaluative tests of ideas whenever possible

- **Allow for ahha! moments**

Market

- The market today
- The future market
- A list of a thousand questions...

Our Products Today

- In what aspects do our products outperform the competition?
- Where do our products fall short?

New Business Model?

- Build-to-order instead of build-to-stock

- Implications:

- Product & process design are interdependent
- Dedicated manufacturing team member(s) a “must” from day 1
- Tighter integration of sales and production
- May require limited product palette to meet objectives

Design Philosophy

- Form follows function
- Use DFM/Agile Production Best Practices
 - Minimize number of unique parts
 - Use/develop processes that minimize production leadtimes
 - Use modular and/or dimensional customization
 - Defer determination of part's configuration until as late as possible in process

New Gun “Needs”

- Needs?

New Gun “Wants”

- Wants?