

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?