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MODEL 700 ADL

PRODUCT/MARKETING REVITALIZATION RESEARCH

For: Remington Arms Company, Inc.  
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## BACKGROUND AND PURPOSE

In connection with Remington's concern over increasing market share loss of its Model 700 ADL bolt action center fire rifle (presumably) to the Ruger Model 77, this research was designed to:

1. Provide additional qualitative understanding of comparatively recent Ruger purchase decisions in this category;
2. Screen four new ADL prototypes to identify the best combination of finish and stock style to place against the Ruger 77 in the marketplace;
3. Conduct a preference test between the winner in 2., above and the current Ruger 77; and also to evaluate a Remington scope mounting system being considered as a standard addition to the new ADL model.

The research was conducted in two steps, with the first addressing objectives 1. and 2., above, and the second step addressing objective 3. Detailed descriptions of method and sample are set forth in the separate "Introduction" sections for each step.

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