

JIM CARMICHAEL'S COMMENTS
WERE POSITIVE ON REC-BAR CONCEPT:
2-93. <sup>MUST BE A DISCONTINUITY:
TO SIMULATE 304 REC JOINT.</sup> THIS HAS EXCITED Mkt
FEELS ON CONCEPT. September 30, 1992

Proposed objective statement for new process technology Focus Panel
groups proposed for 4th quarter of 1992:

OBJECTIVES

Primary: to explore potential market reaction to a new manufacturing
technology which provides a one-piece barrel/receiver for a new line
of Remington bolt action centerfire rifles;

Secondary: to determine overall customer reaction to the
(non-functional) mockup rifle and aesthetic preferences toward
selected elements.

1-7-93
OUR
PREMISE: THE ~~CONSIDERATION~~
BENEFITS TO THE BUSINESS OF
~~RECEIVER~~ NBAR LIE IN THE NEW
OF REC/BAR
PROPRIETARY PROCESSING AND
SHORTER LEAD TIMES AND
REDUCED INVENTORY TO SERVE
THE CUSTOMER.

⇒ NBAR RESOURCES FOCUS
ON DEVELOPING THIS CONCEPT.

⇒ WE WANT TO KNOW
INITIAL CUSTOMER PERCEPTIONS

TO ADDRESS C DESIGN STAGE
PURPOSE FOR

MARKETING: THEY WANT TO GET A
FEEL FOR RESTYLING OPTIONS FOR M200.

2-93 1006 C AND

EMPLOYEE OPINION POLL

TO PROVIDE AN ~~ESSENTIAL~~
ORGANIZED WAY FOR WILLING
SITE EMPLOYEES TO SHARE
THEIR OPINIONS ABOUT BOLT
ACTION RULES;

IN A WAY THAT ENCOURAGES
~~ALSO~~ EMPLOYEES ~~TO PARTICIPATE~~
TO ACTUALLY
AND MAKES IT EASY TO
~~INTERPRET~~ THE RESULTS;
UNDERSTAND

SO THAT A WIDER
VARIETY OF KNOWLEDGE AND
EXPERIENCE CONTRIBUTES TOWARD
IDENTIFYING NEW PRODUCT
OPPORTUNITIES.

INCENTIVE TO PARTICIPATE
MAKE IT EASY
" " (REGARDING)

WAW
mk
7.8.92

EMPLOYEE OPINION POLL

TO PROVIDE AN ~~EXIST~~
ORGANIZED WAY FOR WILLING
SITE EMPLOYEES TO SHARE
THEIR OPINIONS ABOUT BOLT
ACTION RIFLES;

IN A WAY THAT ENCOURAGES
~~ADDER~~ EMPLOYEES ~~APARTICIPATE~~
TO ACTUALLY
AND MAKES IT EASY TO
~~INTERPRET~~ THE RESULTS;
UNDERSTAND

SO THAT A WIDER
VARIETY OF KNOWLEDGE AND
EXPERIENCE CONTRIBUTES TOWARD
IDENTIFYING NEW PRODUCT
OPPORTUNITIES.

INCENTIVE TO PARTICIPATE
MAKE IT EASY
" " (REWARDING)

WAW
mk
7.8.92

SURVEY

WHO WILL USE THIS?
WITH ARE WE DOING THIS?
WITH WILL BE GAINED? M700 OWN-
ALL C.F. REVERES

PURPOSE STATEMENT:

TO develop information about ~~what~~ WHAT ~~water~~ water
IN A WAY THAT HOW ~~employ~~ employ
uses ~~the~~ that ~~water~~ water ~~equipment~~ equipment
SO ~~that~~ that ~~provides~~ provides ~~all~~ all ~~water~~ water ~~with~~ with
to ~~provide~~ provide ~~information~~ information ~~of~~ of ~~water~~ water ~~equipment~~ equipment

SO THAT; ~~employ~~ employ ~~equipment~~ equipment ~~could~~ could ~~help~~ help ~~identify~~ identify ~~water~~ water ~~equipment~~ equipment
TABULATING RESULTS "METHOD" ~~product~~ product
BY HAND, BY MACHINE, OTHER WAYS ~~of~~ of

CHECK OFF RESPONSES LIMITED TO POSSIBILITIES WE RECOGNIZE
OR

WRITE IN RESPONSES - EXTRA WORK
TEAR-OFF COUPON FOR DRAWING ENTER?
RANDOM NUMBER PICKS,

ANNOUNCEMENT BEFORE, DURING, AFTER

DISTRIBUTION OF ^{BLANK} FORMS.

COLLECTION " COMPLETED FORMS

PUBLICITY BUSINESS NEWS ARTICLE
TITONK LU
WINNERS ANNOUNCED

SHOTGUN WHO? COMMON
RIFLE ACTIVITY
SHARED
RESOURCES

INCENTIVES TO PARTICIPATE

RANDOM PRIZE DRAWINGS FROM
ALL COMPLETED ENTRIES BY SPECIFIC
DATE OR BASED ON QUALITY OF EFFORT

REM KNIFE
GIFT CERTIFICATE & EMP SCHEDULE

NAME: SURVEY, QUESTIONNAIRE,
OPINION POLL

DO YOU OWN 700
17000 200 HUND M700
DO YOU USE IT REGULARLY
TARANT, PUNKING, HUNTING, OTHER

\$100

RESPONDENT: ESTABLISH:

- HOW ACTIVE A USER
- HOW EXPERIENCED " "
- HOW FAMILIAR WITH OTHER
BINOS OR PERFORMS

TOUR:

WHO
/

- NON - THREATENING
- NON - PERSONAL
- (C) RESPONDENT WOULD BE ID'D
FOR AN INCENTIVE PRIZE
- PROVIDE AMPLE ROOM
FOR WRITTEN COMMENTS
ENCOURAGE THIS

INFO

ABOUT

RESPONDENT

experience

our product

"

comp. product

frequency of use

LOOKS

OPINION ON FINISHES

METAL

LUSTER

MATERIAL

COLOR

JEWELING

WOOD

LUSTER

SYNTHETIC

COLOR

TEXTURE

NON-SLIP MEANS

SURVEY

LIKES }
DISLIKES } WHY

700 ADL, BDL, MTN, STAMMERS, VARMINT

WHAT FEATURES WOULD YOU ADD
..... OMIT

WHAT FEATURES DO YOU ^{ESPECIALLY} LIKE
ON OTHER RIFLES COMING FORWARD WITH
WHICH YOU THINK WOULD IMPROVE THE
700?

DO YOU OWN OTHER
NON-REMINGTON ~~C.E. RIFLES~~

C. N. C.E. RIFLE
R.F. RIFLE
SHOTGUN
REMINGTONS
MOTEL SAND

WHAT DO YOU ~~KNOW~~ ^{KNOW} ABOUT
AND THREE ~~REASONS~~ ^{REASONS} ABOUT
USE, OPERATION OR PERFORMANCE OF
REM. C.E. RIFLES WHICH YOU
ESPECIALLY LIKE OR DISLIKE
Are better or much worse than
~~other~~ ^{other} cartridge models you familiar
with?

EASE OF USE

OPINIONS ON FEATURES

- ~~RELIABILITY~~
- LOADING/UNLOADING

RESULTS

OPINIONS ON PERFORMANCE

ACCURACY
STRENGTH

