Sor 18, 1934

BOLT ACTION RIFLE MEETING

- I. WHERE ARE WE NOW? HOW DOES THE M/700 STACK UP TO THE COMPETITION? WHAT IS OUR CURRENT MARKETING APPROACH?
 - PRICE

II.

CUSTOMER CONCERNS/FEATURES

DOES THE RIFLE FEEL GOOD?

- STYLING

- STOCK FIT - LEFT HAND VERSION

- FIT AND FINISHES
- RECOIL FEEL (MUZZLE BRAKE)

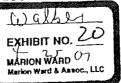
DOES THE RIFLE COME IN THE CALIBER I WANT?

DOES THE RIFLE FIRE WHEN I PULL THE TRIGGER? - FEEDING RELIABILITY - DETACHABLE MAGAZINE BOX FLOOR PLATE/BLIND MAGAZINE - BOLT LOCK - EXTRACTOR DESIGN CAN I HIT WHAT I AM AIMING AT? - ACCURACY - LOCK-TIME - FIRECONTROL FIRING "FEEL" - FIRECONTROL ADJUSTMENTS - SCOPE MOUNTING PROVISIONS CAN I OPERATE THE RIFLE EASILY AND IS IT SMOOTH? - DEGREES OF BOLT ROTATION - BOLT LIFT FORCE - "NO DRAG" FOLLOWER IS THE RIFLE EASY TO MAINTAIN? - EASY DISASSEMBLY OF THE BOLT - SYNTHETIC STOCK VERSION PLAINTIFF'S - STAINLESS STEEL VERSION EXHIBIT - CORROSION RESISTANCE IS THE RIFLE SAFE? - COCKING INDICATOR - REPUTATION (PRODUCT LIABILITY) WHERE DO WE WANT TO BE? WHAT IS OUR MARKETING APPROACH (LOW END/HIGH END)?

III. WHAT ARE OUR OVERALL RIFLE OBJECTIVES? WHAT ARE OUR FIRECONTROL OBJECTIVES?

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IV. HOW DO WE ACHIEVE OUR OBJECTIVES?



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