

Sept 19, 1974

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

- 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
- STAINLESS STEEL VERSION
- CORROSION RESISTANCE

IS THE RIFLE SAFE?

- COCKING INDICATOR
- REPUTATION (PRODUCT LIABILITY)

II. 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?

IV. HOW DO WE ACHIEVE OUR OBJECTIVES?

PLAINTIFF'S
EXHIBIT

274

MA2144

EXHIBIT NO. 20

MARION WARD
Marion Ward & Assoc., LLC

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to Protective Order
Williams v. Remington