

Sportsman M/710

Design for Performance

- ☐ Benchmark should be M/700
 - ✓ Safety
 - ✓ Performance
- ☐ Competitive analysis of best of the rest
 - ✓ Savage, Marlin, Ruger
 - ✓ Browning, Winchester
- ☐ Value added technology only
- ☐ Target cost \$103.00

