



2010 Marketing Plan

Goal 1

Protect The Core

Goal 2

New Product Introduction

Goal 3

Branding and Marketing Messaging

Goal 4

Talent Development

Strategies

- Focus on core key products and focus on high impact campaigns. (700,887, Core Lokt, R15, XL7, Big Loop).
- Best in class pricing system and metrics. Focus on continuous pricing improvement.
- Continue to educate our sales team and retail personal via our on-line university
- Grow the core in exiting channels by targeting key competitors such as Mossberg and Savage.
- Shift Marketing spend to more web activities, go where our customers are.
- Upgrade Bushmaster, Marlin, Remington Defense and Dakota websites.

Strategies

- Focus on high impact new product launches, not treat all new product introductions the same.
 - ACR, Versamax, Hypersonic
- Enter new market with the launch of the 1911.
- Create best in class launch binders- educate our sales team to better sell our new products by providing them features and benefits.
- Increase spending and continue to do so, need to send a strong message about the products to the end-user.
- Leverage our current celebrities for product endorsements.
- Leverage the 1.1M guns we sell each year and utilize this vehicle to reach the end users.

Strategies

- Increase focus on social media such as facebook, twitter, YouTube, go where the our core and new millennium users are.
- Branding- clear and consistent look, feel and messaging for all FGI brands
 - Positioning (DPMS/BFI)
 - Packaging
 - Advertisement
 - Brand treatment
- Understanding our consumer, user segmentation and consumer insight, build true CRM capabilities
- Mobile Marketing- grass roots marketing and guerilla Marketing, create sell through, educate our users and create loyalty through database marketing
- Cause Marketing- develop tops down to support key organizations- DU, BSA, IHEA, NWTF
- Execute on female and youth strategy for 2010

Strategies

- Augment current team with new aggressive marketing talent.
- Focus on end user driven solutions and product development.
- Continue to improve product management skills via hands on training.
 - Financials understanding
 - Product and user segmentation
 - Identifying new opportunities
 - String marketing messaging, including feature and benefits
- Ensure team have clear KPIS's in place and are held accountable to them.