

BOLT ACTION RIFLE QUESTIONNAIRE

7mm-08 Cal. Serial # \_\_\_\_\_

1. What do you like about the new bolt action rifle?  
*fills gap in line*  
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\_\_\_\_\_  
\_\_\_\_\_
2. What do you dislike about this new gun?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. How would you improve the consumer acceptance of this bolt action rifle?  
*little word question*  
*improve fiction*  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
4. In terms of overall quality, how does this new gun compare to other center fire rifles in Remington's line?  
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\_\_\_\_\_  
\_\_\_\_\_
5. Given a \$210 suggested retail price for the M/788, a \$298 price for the M/700 ADL and a \$358 price for the M/700 BDL, where do you think the new gun would fit in our line from a price standpoint?  
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\_\_\_\_\_  
\_\_\_\_\_

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