

BOLT ACTION RIFLE QUESTIONNAIRE

7mm-08 Cal. Serial #B6226236

1. What do you like about the new bolt action rifle?  
The action appears to be a good solid "M/700 type". It  
is a quality piece and will convey value to the potential  
customer.
2. What do you dislike about this new gun?  
The stained Birch stock is completely not acceptable.  
This is compounded by the cut checkering on the Birchwood.  
The stock dimensions and design are not consistent with the  
intended purpose, nor for the bolt handle. Both need revising,  
per the attached memo.
3. How would you improve the consumer acceptance of this bolt  
action rifle?  
See the memo attached.
4. In terms of overall quality, how does this new gun compare  
to other center fire rifles in Remington's line?  
In general - very well.
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?  
Price positioning should be between the M/788 and the 700 ADL,  
but very close to the 700 ADL. With the givens above, a price  
of \$279 would make it a hot number.

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