

Remington Product Proposal

Revisions
ORIGINAL
REV #1

NPF# 2009-08 RAMAC See Below

Brief Description: Model 700 HTR (Hunting Target Rifle)

Site Assignment: ☒ ILLION ☐ MAYFIELD ☐ R & D

Category: ☒ CENTERFIRE ☐ RIMFIRE ☐ ACCESSORY

Dist Chann: ☒ DOMESTIC ☐ INTERNATIONAL ☐ LAW ENFORCEMENT

☐ AGENCY ☐ NTL ACCOUNTS

Sales Type: ☒ CATALOG ☐ SPRING ☐ WINTER ☐ SHOW

☐ CUSTOMER SPECIAL

Delivery Info: ☐ FULL QTY TO WHSE BY ☒ SHIP WITHIN THESE DATES

☐ MULTIPLE P.O. RELEASE DATES

Product Description: ☒ NEW ☐ REPEAT ☐ MODIFY

notes: Barrel to be a magnum countour VTR style Triangular barrel design.
Clean barrel without muzzle break.
XCR style stock with black overmold grip panels.
Introduce with new Externally Adjustable XMP trigger.
Satin bead blast finish on barreled action.

Product Specs

Model: 700 HTR Hand: _____

Chamberings: 243 Win, 25-06 Remington, 270 Win, 7mm-08 Remington
30-06 SPRG, 7mm Remington Magnum, 300 Win Mag,
7mm Remington Ultra Mag, 300 Remington Ultra Mag

Stock Material: ☐ WOOD ☒ SYNTHETIC ☐ LAMINATE Type/Color: Mossy Oak Treestand

Stock Finish: ☐ HIGH GLOSS ☒ MATTE ☒ CAMO ☐ OTHER

Reciever Material: ☐ STAINLESS ☒ CARBON ☐ STANDARD

Reciever Finish: ☐ GLOSS ☒ SATIN ☐ BLAST ☒ BLACK OX ☐ PARKERIZED

Barrel Material: ☐ STAINLESS ☒ CARBON ☐ STANDARD

Barrel Finish: ☐ GLOSS ☒ SATIN ☐ BLAST ☒ BLACK OX ☐ PARKERIZED

Barrel Profile: _____ ☐ FLUTED ☐ PORTED

Barrel Length: _____

Bolt Finish: ☐ CHROMED ☐ JEWELLED ☒ BLUED ☐ OTHER

Trigger: X-Mark Pro Externally Adjustable

Checkering: Black Over Mold Grip Panels

Recoil Pad/Butt Plt: Use new SuperCell pad

Drop at Comb: Same as F305971

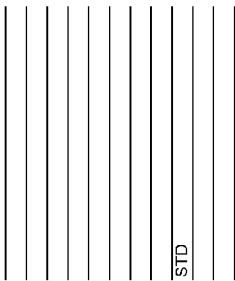
Drop at Heel: Same as F305971

Length of Pull: Same as F305971

Date	2/10/08
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	Starting 4th Qtr '08
RT	
XCR Stock with Black Overmold	
☐ CAMO	
☐ CAMO	

Swivels	Same as F305971			
Sights	None			
Bases	None			
Rings	None			
Scope	None			
Special Ser #	None			
Special Markings	Model 700 HTR lasered on barrel after caliber designation			
Laser Engraving	Model 700 HTR lasered on barrel after caliber designation			
Special Packaging	None			
Accuracy Specs	3 shot:	STD	4 shot:	STD
				5 shot:
Ammunition Req	Standard Gallery			
Mag Box	Hinged Floorplate			



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Market Overview: Based on customer orders and excitement on the VTR line, for 2009 we will add the HTR line of hunting rifles.

Volumes	SKU	Description	National Accounts	Domestic Agencies	Int'l
	844C0	243 Win		1700	
	844C1	25-06 Rem		800	
	844C2	270 Win		1900	
	844C3	7mm-08 Rem		1200	
	844C4	30-06 SPRG		1900	
	844C5	7mm Rem Mag		1400	
	844C6	300 Win Mag		1100	
	844C7	7mm Rem Ultra Mag		800	
	844C8	300 Rem Ultra Mag		1000	
			0	11800	0

Unit Pricing	MSP	Invoice	FET	RemCash	cost
STD. CALIBERS	649	\$ 573	\$ 57	\$ 516	266

Submitted By J Fink

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Additional Comments

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SAMPLE NEEDS & OTHER		KEY DATES	
	Date	QTY	SKU
Forecast:	02/10/08	11800	Total
Warehouse	12/01/08	2000	Total
Catalog Photo	8.1.08	1	84404
Writers/Sales Shooters	8.1.08	4	84404
Press Samples	8.1.08	6	84404
Rep Samples	10.1.08	12	84404
SHOT Show Non-F	10.1.08	4	84404
TOTAL # OF SAMPLES NEEDED		27	

Additional Comments
about above table:

02/10/03

Comparable Product #1		RAMAC		84370	Description	Model 700 VTR 223 Rem			
Unit Pricing	MSP	Invoice	FET		RemCash		cost	\$Margin	%Margin
Actual	604	\$ 534	\$ 53	\$	480		235	\$ 245	51%

Proposed Product Pricing		RAMAC			Description	Model 700 HTR			
Unit Pricing	MSP	Invoice	FET		RemCash		cost	\$Margin	%Margin
Target	649	\$ 573	\$ 57	\$	516		266	\$ 250	48%

Cost Basis/Buildup
Based on current 84370 700 VTR Costing

	235
Camo	25
AXMP	6
	266