

PROJECT JUSTIFICATION DATAFORM700 SS (Stainless Synthetic)7mm Rem. Mag.

o BRIEF EXPLANATION OF THE PURPOSE OF THIS PROPOSAL:

See Centerfire Bolt Action Rifle planning brief.

	<u>START-UP YEAR</u>	<u>1ST FULL YEAR</u>	<u>3RD FULL YEAR</u>
o TIMING QTR/YR: <u>1st/92</u>	<u>92</u>	<u>94</u>	
o VOLUME INCREMENTAL: <u>2400</u>	<u>2400</u>	<u>2700</u>	
REPLACEMENT: _____ *	_____ *	_____ *	
o PRICING MSP: <u>\$469.00</u>	<u>\$469.00</u>	<u>\$489.00</u>	
NSP: _____	_____	_____	
o *REPLACEMENT VOLUME DETAIL: None _____	_____	_____	
o VOLUME GROWTH OR (DECLINE) AFTER THIRD FULL YEAR: <u>5% decline per year</u>			
o LIFE EXPECTANCY OF THE PRODUCT: <u>5 years</u>			
o ADVERTISING AND MARKETING EXPENSE: <u>\$20M</u>			
o COMPETITION:			
<u>MANUFACTURER</u>	<u>MODEL</u>	<u>MSP</u>	<u>NSP</u>
Browning	A-Bolt Stainless Stalker	\$479.95	
Ruger	KM77MK11RP	\$329.38	
o MARKETING APPROVAL:			

Director of Marketing

DATE: _____

PROJECT JUSTIFICATION DATAFORM700 SS (Stainless Synthetic)300 Win. Mag

o BRIEF EXPLANATION OF THE PURPOSE OF THIS PROPOSAL:

See Centerfire Bolt Action Rifle planning brief.

	<u>START-UP</u> <u>YEAR</u>	<u>1ST</u> <u>FULL YEAR</u>	<u>3RD</u> <u>FULL YEAR</u>
o TIMING QTR/YR: <u>1st/92</u>	<u>92</u>	<u>94</u>	
o VOLUME INCREMENTAL: <u>1900</u>	<u>1900</u>	<u>2200</u>	
REPLACEMENT: _____ *	_____ *	_____ *	
o PRICING MSP: <u>\$469.00</u>	<u>\$469.00</u>	<u>\$489.00</u>	
NSP: _____	_____	_____	
o *REPLACEMENT VOLUME DETAIL: None _____	_____	_____	
o VOLUME GROWTH OR (DECLINE) AFTER THIRD FULL YEAR: <u>5% decline per year</u>			
o LIFE EXPECTANCY OF THE PRODUCT: <u>5 years</u>			
o ADVERTISING AND MARKETING EXPENSE: <u>\$20M</u>			
o COMPETITION:			
<u>MANUFACTURER</u>	<u>MODEL</u>	<u>MSP</u>	<u>NSP</u>
Browning	A-Bolt Stainless Stalker	\$479.95	
Ruger	KN77MK11RP	\$329.38	
o MARKETING APPROVAL:			

Director of Marketing

DATE: _____

PROJECT JUSTIFICATION DATAFORM700 SS (Stainless Synthetic)

338 Win. Mag.

o BRIEF EXPLANATION OF THE PURPOSE OF THIS PROPOSAL:

See Centerfire Bolt Action Rifle planning brief.

	<u>START-UP</u> <u>YEAR</u>	<u>1ST</u> <u>FULL YEAR</u>	<u>3RD</u> <u>FULL YEAR</u>
o TIMING QTR/YR: <u>1st/92</u>		<u>92</u>	<u>94</u>
o VOLUME INCREMENTAL: <u>1400</u>		<u>1400</u>	<u>1800</u>
REPLACEMENT: <u> </u> *		<u> </u> *	<u> </u> *
o PRICING MSP: <u>\$469.00</u>		<u>\$469.00</u>	<u>\$489.00</u>
NSP: <u> </u>		<u> </u>	<u> </u>
o *REPLACEMENT VOLUME DETAIL: <u>None</u>	<u> </u>	<u> </u>	<u> </u>
o VOLUME GROWTH OR (DECLINE) AFTER THIRD FULL YEAR: <u>5% decline per year</u>			
o LIFE EXPECTANCY OF THE PRODUCT: <u>5 years</u>			
o ADVERTISING AND MARKETING EXPENSE: <u>\$20M</u>			
o COMPETITION:			
<u>MANUFACTURER</u>	<u>MODEL</u>	<u>MSP</u>	<u>NSP</u>
Browning	A-Bolt. Stainless Stalker	\$479.95	
Ruger	KM77MK11RP	\$329.38	
o MARKETING APPROVAL:			

Director of MarketingDATE:

PROJECT JUSTIFICATION DATAFORM700 SS (Stainless Synthetic)

30-06 Springfield

o BRIEF EXPLANATION OF THE PURPOSE OF THIS PROPOSAL:

See Centerfire Bolt Action Rifle planning brief

		<u>START-UP YEAR</u>	<u>1ST FULL YEAR</u>	<u>3RD FULL YEAR</u>
o TIMING	QTR/YR:	<u>1st/92</u>	<u>92</u>	<u>94</u>
o VOLUME	INCREMENTAL:	<u>1800</u>	<u>1800</u>	<u>1300</u>
	REPLACEMENT:	<u>1200 *</u>	<u>1200 *</u>	<u>---</u> *
o PRICING	MSP:	<u>\$449.00</u>	<u>\$449.00</u>	<u>\$469.00</u>
	NSP:	<u> </u>	<u> </u>	<u> </u>
o *REPLACEMENT VOLUME DETAIL:		<u>700 AS</u>	<u>500</u>	<u> </u>
		<u>700 BDL</u>	<u>700</u>	<u> </u>
o VOLUME GROWTH OR (DECLINE) AFTER THIRD FULL YEAR:	<u>20% decline per year</u>			
o LIFE EXPECTANCY OF THE PRODUCT:	<u>5 years</u>			
o ADVERTISING AND MARKETING EXPENSE:	<u>\$20M</u>			
o COMPETITION:				
	<u>MANUFACTURER</u>	<u>MODEL</u>	<u>MSP</u>	<u>NSP</u>
	Browning	A-Bolt Stainless Stalker	\$479.95	
	Ruger	KM77MK11RP	\$329.38	
o MARKETING APPROVAL:				

Director of MarketingDATE:

PROJECT JUSTIFICATION DATAFORM700 SS (Stainless Synthetic)

270 Win.

o BRIEF EXPLANATION OF THE PURPOSE OF THIS PROPOSAL:

See Centerfire Bolt Action Rifle planning brief

	<u>START-UP</u> <u>YEAR</u>	<u>1ST</u> <u>FULL YEAR</u>	<u>'3RD</u> <u>FULL YEAR</u>
o TIMING QTR/YR: <u>1st/92</u>	<u>92</u>	<u>94</u>	
o VOLUME INCREMENTAL: <u>1000</u>	<u>1000</u>	<u>800</u>	
REPLACEMENT: <u>800 *</u>	<u>800 *</u>	<u>*</u>	
o PRICING MSP: <u>\$449.00</u>	<u>\$449.00</u>	<u>\$469.00</u>	
NSP: _____	_____	_____	
o *REPLACEMENT VOLUME DETAIL: <u>700 AS</u>	<u>400</u>		
<u>700BDL</u>	<u>400</u>		
o VOLUME GROWTH OR (DECLINE) AFTER THIRD FULL YEAR: <u>20% decline per year</u>			
o LIFE EXPECTANCY OF THE PRODUCT: <u>5 years</u>			
o ADVERTISING AND MARKETING EXPENSE: <u>\$20M</u>			
o COMPETITION:			
<u>MANUFACTURER</u>	<u>MODEL</u>	<u>MSP</u>	<u>NSP</u>
Browning	A-Bolt Stainless Stalker	\$479.95	
Ruger	KM77MK11RP	\$329.38	
o MARKETING APPROVAL:			

Director of Marketing

DATE: _____

PROJECT JUSTIFICATION DATAFORM700 SS (Stainless Synthetic)

280 Rem.

o BRIEF EXPLANATION OF THE PURPOSE OF THIS PROPOSAL:

See Centerfire Bolt Action Rifle planning brief.

	<u>START-UP YEAR</u>	<u>1ST FULL YEAR</u>	<u>3RD FULL YEAR</u>
o TIMING QTR/YR: <u>1st/92</u>	<u>92</u>	<u>94</u>	
o VOLUME INCREMENTAL: <u>1000</u>	<u>1000</u>	<u>1200</u>	
REPLACEMENT: <u>500 *</u>	<u>500 *</u>	<u>*</u>	
o PRICING MSP: <u>\$449.00</u>	<u>\$449.00</u>	<u>\$469.00</u>	
NSP: _____	_____	_____	
o *REPLACEMENT VOLUME DETAIL: <u>700 AS</u>	<u>300</u>		
<u>700 BDL</u>	<u>200</u>		
o VOLUME GROWTH OR (DECLINE) AFTER THIRD FULL YEAR: <u>5% decline per year</u>			
o LIFE EXPECTANCY OF THE PRODUCT: <u>5 years</u>			
o ADVERTISING AND MARKETING EXPENSE: <u>\$20M</u>			
o COMPETITION:			
<u>MANUFACTURER</u>	<u>MODEL</u>	<u>MSP</u>	<u>NSP</u>
Browning	A-Bolt Stainless Stalker	\$479.95	
Ruger	KM77MK11RP	\$329.38	
o MARKETING APPROVAL:			

Director of Marketing

DATE: _____