

Product Strategy – 2004 Remington In-Line Muzzleloaders

Model 700 ML Clampack – A proposal is currently in place with Sam’s Club to market a Model 700 ML clampacked with a full array of accessories needed for the beginning blackpowder hunter. Prospects for securing this order are high and will perhaps be in place by the time this document is published.

<u>Model</u>	<u>MSP</u>	<u>NSP</u>	<u>Annual Volume</u>
Model 700 ML Clampack	\$269	\$269	3,500 units

Pricing Considerations – The Model 700 ML is already positioned price wise at a competitive disadvantage. As stated above, efforts should be placed on taking cost out of the product to protect and improve margins rather than adding price that will certainly erode volumes.

Product Deletions – See Appendix A for a comprehensive listing of product deletions.

Product Strategy – 2005 & Beyond Remington In-Line Muzzleloaders

Experimental Ignition System

Illion Engineering is currently reviewing the potential to utilize a .22 rimfire blank as an ignition source. Should the concept prove feasible and cost effective, the introduction of a new, more reliable source of ignition could give Remington an incremental boost in Model 700 ML sales. Careful consideration and review will need to be given to Federal interpretations by the BATF and state level DNR regulations as well.

Low-Cost Muzzleloader Starter Kit

In addition to the current effort with Sam’s Club, consideration should be given to Remington providing a low-cost entry level muzzleloading kit to the market place. The product would come equipped with a rifle and all key accessories required for the beginning shooter to enter the sport of muzzleloading. The kit will be clam packed such that it could be effectively merchandised by large chains and mass merchants. Consideration should be given to launching this platform under the Model 710 brand if the product can be produced at a cost that would allow for adequate margin opportunity for Remington. Consideration may also be given to a sourced product to fill this void in the market. Target MSP would be \$229.