

## Remington Product Proposal

Date 01/04/05

PP# 2006-04

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Brief Description: New Generation Model 700 Varmint (Developmental)

Market Overview: Varmint market is highly compartmentalized and very niche oriented. Need to introduce a line of precision rifles equipped with stocks that we can better control dimensions and capacity. New fire control needs to be set at 3.5lbs. Need to guarantee performance of MOA or better accuracy. Consider including target from Gehler system in box.

Volumes	National Accounts	Domestic Agencies	Int'l	Canada	Law Enf.	1st Yr Total
SKU Description						
TBD .204 Ruger		1250				1250
TBD .223 Rem		1250			0	1250
TBD .220 Swift		1000				1000
TBD .22-250 Rem		1250				1250
TBD .308 Win		750				750
	0	5500	0	0	0	5500

Volumes	2nd Yr	3rd Yr	4th Yr	5th Yr
SKU Description				
TBD .204 Ruger				
TBD				
TBD				
TBD				
TBD				
0				

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Target	769 \$	687 \$	69 \$	619	320 \$	299	48%
Project							
Actual							

Submitted By J. Trull

Revisions: Original

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