

Remington Product Proposal

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Brief Description: 700 SPS (Special Purpose Synthetic)

Market Overview: The Model 700 ADL SYN has outlived its useful life from a competitive perspective. Better featured products priced competitively with the Model 700 ADL SYN have made inroads toward eroding the Remington's market share in this category. This product is intended to compete with the Weatherby Vanguard, Tikka T3, Howa, and Savage.

Volumes	SKU Description	National Accounts	Domestic Agencies	Int'l	Canada	Law Enf.	1st Yr Total
	27349 204 Ruger	0	2500			0	2500
	27351 223 Rem	0	3000			0	3000
	27353 22-250 Rem	0	3000			0	3000
	27355 243 Win	0	5000			0	5000
	27357 7mm-08 Rem	0	2500			0	2500
	27359 308 Win	0	2500			0	2500
	27361 270 Win	0	5500			0	5500
	27363 30-06 Sprg	0	5500			0	5500
	27331 270 WSM	0	2500			0	2500
	27333 300 WSM	0	2000			0	2000
	27385 7mm Rem Mag	0	3000			0	3000
	27387 300 Win Mag	0	1500			0	1500
	27389 300 Rem Ultra Mag	0	1500			0	1500
		0				0	0
		0	40000	0	0	0	40000

STD Calibers	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Target	380 \$	340 \$	34	\$ 306	167 \$	139	45%
Project							
Actual							

Magnum Calibers	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Target	400 \$	358 \$	36	\$ 322	180 \$	142	44%
Project							
Actual							

Ultra Magnum	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Target	410 \$	366 \$	37	\$ 330	180 \$	150	45%
Project							
Actual							

Submitted By J. Trull

Revisions: Original