

Remington Product Proposal

Date 03/16/04PP# **2005-04**

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Brief Description: M332 Sporting DL

Market Overview: Sporting introduction intended to compete with the Browning and Beretta Sporting guns. Introduction to signal to the market that Remington is serious about the OU business and will grow this business beyond the initial three field offerings.

Volumes		National	Domestic			Law	1st Yr
SKU	Description	Accounts	Agencies	Int'l	Canada	Enf.	Total
24861	M332 Sporting DL		300		50	0	350
							0
							0
							0
							0
		0	300	0	50	0	350

Volumes		2nd Yr	3rd Yr	4th Yr	5th Yr
SKU	Description				
24861	M332 Sporting DL	350	500	500	500
	0				
	0				
	0				
	0				
	0				

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Target	\$ 1,889	\$ 1,688	\$ 169	\$ 1,519	1100	\$ 419	28%
Project							
Actual							

Submitted By J Fink

Revisions: _____

