

Remington Product Proposal

Date 05/13/04NPP# **2005-12**

RAMAC See Below

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Brief Description: 700 SPS (Special Purpose Synthetic) YTHSite Assignment: ☒ ILION ☐ MAYFIELD ☐ R & DCategory: ☒ CENTERFIRE ☐ RIMFIRE ☒ ACCESSORYDist Channel: ☒ DOMESTIC☒ INTERNATIONAL☒ AGENCY☐ LAW ENFORCEMENT☒ NTL ACCOUNTSSales Type: ☒ CATALOG ☐ SPRING ☐ WINTER ☒ SHOW☐ CUSTOMER SPECIALDelivery Info ☐ FULL QTY TO WHSE BY☒ SHIP WITHIN THESE DATES 12/1/04 - 06/01/05☐ MULTIPLE P.O. RELEASE DATESShould work to front load as much as possible toward the earlier part of the window above.Product Description ☒ NEW☐ REPEAT☐ MODIFYnotes: Product represents update to opening price point M700 line,
to replace M700 ADL SYN YTH line for the 2005 catalog.New product will incorporate new synthetic stock (project submitted).R3 Recoil pad, hinged floor plate magazine, clean barrel with
current ADL SYN finish. Stock will feature 1" shorter LOP.

Product Specs

Model: 700 SPS YTHHand: RTCaliber: See BelowStock Material ☐ WOOD ☒ SYNTHETIC ☐ LAMINATEType/Color: New Design - BlackStock Finish ☐ HIGH GLOSS ☒ MATTE ☐ CAMO ☐ OTHERReceiver Material ☐ STAINLESS ☒ CARBON ☐ STANDARDReceiver Finish ☐ GLOSS ☐ SATIN ☒ BLAST ☒ BLACK OX ☐ PARKERIZED ☐ CAMOBarrel Material ☐ STAINLESS ☒ CARBON ☐ STANDARDBarrel Finish ☐ GLOSS ☐ SATIN ☒ BLAST ☒ BLACK OX ☐ PARKERIZED ☐ CAMOBarrel Profile Standard ☐ FLUTED ☐ PORTEDBarrel Length 20" Short Action, 22" Long ActionBolt Finish ☐ CHROMED ☐ JEWELLED ☒ BLUED ☐ OTHER Same as ADL SYNCheckering See New StockRecoil Pad/Butt Plt R3 Recoil padDrop at Comb STD M700 SYNDrop at Heel STD M700 SYNLength of Pull STD M700 SYN YTH (1" shorter LOP)Swivels STD M700 SYNSights None - Clean BarrelBases NoneRings NoneScope NA

Special Ser # NA
Special Markings NA
Laser Engraving NA
Special Packaging NA
Accuracy Specs. 3 shot: STD 4 shot: STD 5 shot: STD
Ammunition Req. Standard gallery
Mag Box BDL style for appropriate calibers

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Brief Description: 700 SPS (Special Purpose Synthetic) YTH**Key Dates & Quantities**

	Date	QTY
Forecast	05/13/04	5250
DAT		
Start T&P		
Complete T & P		
Warehouse	see above	
Structures		
Catalog Decision		
Photo Sample	09/15/04	1
Writers Shooters		
Writers Display		
Sales Shooters		
Sales Display		
Rep Samples		
Shot Show	12/01/04	2
Test ammo		
Proof ammo		
Gallery ammo		

Comparable Product #1 **RAMAC** 27480 **Description** 700 ADL SYN 7mm Rem Mag

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Actual	395	\$ 353	\$ 35	\$ 318	168	\$ 150	47%

Comparable Product #2 **RAMAC** 27331 **Description** 700 SPS 270 WSM

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Actual	405	\$ 362	\$ 36	\$ 326	180	\$ 146	45%

Comparable Product #3 **RAMAC** 27476 **Description** 700 ADL SYN 270 WIN

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Actual	375	\$ 335	\$ 34	\$ 302	157	\$ 145	48%

S/A L/A Product Pricing **RAMAC** See NPP **Description** 700 SPS (S/A - L/A STD Calibers)

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Target	380	\$ 340	\$ 34	\$ 306	167	\$ 139	45%

Cost Basis/Buildup

7476	157
LESS STOCK	-9.47
NEW STOCK W/R3	12.41
LESS SIGHTS	-5.17
ADD FLOORPLATE	12
TOTAL	166.77

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