

Remington Product Proposal

Date 05/16/04NPP# 2005-14 RAMAC See Below Page 1Brief Description: Model 700 XCR (eXtreme Conditions Rifle)Site Assignment: ☒ ILION ☐ MAYFIELD ☐ R & DCategory: ☒ CENTERFIRE ☐ RIMFIRE ☐ ACCESSORYDist Channel: ☒ DOMESTIC ☒ INTERNATIONAL
☒ AGENCY ☐ LAW ENFORCEMENT
☐ NTL ACCOUNTSSales Type: ☒ CATALOG ☐ SPRING ☐ WINTER ☐ SHOW
☐ CUSTOMER SPECIALDelivery Info ☒ BEGIN SHIPPING BY 12/1/2004 ☒ SHIP WITHIN THESE DATES 05/01/05-07/31/05
☐ MULTIPLE P.O. RELEASE DATESProduct Description ☒ NEW ☐ REPEAT ☐ MODIFY

notes: New "super stainless" line for M700 category that features new
Bodycote PVD coating, new stock with rubber overmolded panels,
R3 pad and hinged floorplate. Guard and floorplate,
bbl assmb., bolt assmb. boltplug should all match with coating.
Trigger pull weight to be set at final assembly @ 4.5lb - 5.5lbs range.
Engineering to provide details on features/benefits of new coating by
6/1/04. Engineering should also conduct test to demonstrated
new coating's anti-corrosion properties as they compare to Ruger, Browning/USRAC, Savage
products for use by Marketing in promoting the new line.
See Trull for details on conducting this testing.

Product Specs

Model: 700 XCRHand: RTCaliber: Multiple - See belowStock Material ☐ WOOD ☒ SYNTHETIC ☐ LEAMINATE Type/Color: New w/ overmolded gripsStock Finish ☐ HIGH GLOSS ☒ MATTE ☐ CAMO ☐ OTHERReceiver Material ☒ STAINLESS ☐ CARBON ☐ STANDARDReceiver Finish ☐ GLOSS ☒ SATIN ☐ BLAST ☐ BLACK OX ☒ BODYCOTE PVD ☐ CAMOBarrel Material ☒ STAINLESS ☐ CARBON ☐ STANDARDBarrel Finish ☐ GLOSS ☒ SATIN ☐ BLAST ☐ BLACK OX ☒ BODYCOTE PVD ☐ CAMOBarrel Profile STD & MAGNUM ☐ FLUTED ☐ PORTEDBarrel Length 24" STD LA & SA CALIBERS, 26" MAGS, 24" W/SIGHTS (.375 H&H, .375 ULTRA MAG CBolt Finish ☐ CHROMED ☐ JEMELED ☐ BLUED ☒ OTHER Bodycote PVDCheckering Rubber overmolded panels in grip & fore end (see model)Recoil Pad/Butt Pk R3Drop at Comb STD BDL SSDrop at Heel STD BDL SSLength of Pull STD BDL SSSwivels STD BDL SSSights None (except on .375 H&H & .375 Ultra Mag - see above)Bases None

Rings	None				
Scope	None				
Special Ser #	None				
Special Markings	None				
Laser Engraving	None				
Special Packaging	None				
Accuracy Specs.	3 shot:	STD	4 shot:	STD	5 shot: STD
Ammunition Req.	Standard gallery				
Mag Box	BDL Style guard and floorplate w/ coating to match bbl. Assmb.				

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Brief Description: Model 700 XCR (eXtreme Conditions Rifle)

Market Overview: This will be the Halo product for the Model 700 catalog line to compete with the Sako 75 and the Winchester M70 Ultimate shadow both with overmolded stocks and premium price tags.

Volumes	SKU Description	National Accounts	Domestic Agencies	Int'l	Canada	Law Enf.	1st Yr Total
	27165 270 Win		1250				1250
	27167 30-06		1250			0	1250
	27169 7mm Rem Mag		1300				1300
	27171 300 Win Mag		1250				1250
	27173 270 WSM		1250				1250
	27175 300 WSM		1000				1000
	27177 338 Win Mag	Seasonal	300				300
	27191 375 H&H	Seasonal	300				300
	27179 7mm RUM	Seasonal	500				500
	27181 300 RUM		1000				1000
	27183 338 RUM	Seasonal	300				300
	27193 375 RUM	Seasonal	300				300
							0
		0	10000	0	0	0	10000

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
SA/LA	630 \$	563 \$	56 \$	507	255 \$	252	50%
Magnum	650 \$	581 \$	58 \$	523	255 \$	268	51%
Ultra Mag	660 \$	590 \$	59 \$	531	255 \$	276	52%

Submitted By J. Trull

Revisions: Original

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Brief Description: Model 700 XCR (eXtreme Conditions Rifle)**Key Dates & Quantities**

	Date	QTY
Forecast	05/16/04	10000
DAT		
Start T&P		
Complete T & P		
Warehouse	See above	
Structures		
Catalog Decision		
Photo Sample	09/15/04	1
Writers Shooters	09/15/04	10
Writers Display	09/15/04	1
Sales Shooters	Writers	
Sales Display	Writers	
Rep Samples	11/15/04	50
Shot Show	12/15/04	3
Test ammo		
Proof ammo		
Gallery ammo		

Seasonal Items

age

ONLY)

Comparable Product #1 **RAMAC** 29692 **Description** 700 BDL SS 7mm Rem Mag

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Actual	596	\$ 533	\$ 53	\$ 479	207	\$ 272	57%

Comparable Product #2 **RAMAC** 27047 **Description** 700 CDL 7mm Rem Mag

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Actual	552	\$ 493	\$ 49	\$ 444		\$ 444	100%

Comparable Product #3 **RAMAC** 27480 **Description** 700 ADL SYN 7mm Rem Mag

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Actual	375	\$ 335	\$ 34	\$ 302	168	\$ 134	44%

Proposed Product Pricing **RAMAC** See NPP **Description** 700 XCR (eXtreme Conditions Rif

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Target	630	\$ 563	\$ 56	\$ 507	255	\$ 252	50%

Cost Basis/Buildup

9692	207
less stock	-13.09
new stock	21
coating	30
steel guarc	10
Total	254.91

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