

Remington Product Proposal

Date 05/16/04NPP# **2005-16**

RAMAC

See Below Page 1

Brief Description: 700 CDL (Left-Hand)Site Assignment: ☒ ILION ☐ MAYFIELD ☐ R & D

Category:

☒ CENTERFIRE ☐ RIMFIRE ☒ ACCESSORYDist Channel: ☒ DOMESTIC☒ INTERNATIONAL☒ AGENCY☐ LAW ENFORCEMENT☐ NTL ACCOUNTSSales Type: ☒ CATALOG☐ SPRING☐ WINTER☒ SHOW☐ CUSTOMER SPECIALDelivery Info ☐ FULL QTY TO WHSE BY☐ MULTIPLE P.O. RELEASE DATES☒ SHIP WITHIN THESE DATES05/01/05-07/31/05Product Description ☒ NEW☐ REPEAT☐ MODIFYnotes: Left-hand version of popular M700 CDL line.Will be offered on seasonal availability program.

Product Specs

Model: 700 CDLHand: LeftCaliber: see belowStock Material ☒ WOOD ☐ SYNTHETIC ☐ LAMINATEType/Color: STD CDL (LH)Stock Finish ☐ HIGH GLOSS ☒ SATIN ☐ 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 STD & Mag ☐ FLUTED ☒ PORTEDBarrel Length 24" on std. 26" on magnumBolt Finish ☐ CHROMED ☒ JEWELLED ☐ BLUED ☐ OTHERCheckering CDLRecoil Pad/Butt Plt: R3Drop at Comb CDLDrop at Heel CDLLength of Pull CDLSwivels CDLSights NABases NARings NAScope NASpecial Ser # NASpecial Markings NALaser Engraving NA

Special Packaging NA

Accuracy Specs. 3 shot: STD 4 shot: STD 5 shot: STD

Ammunition Req. Standard Gallery

Mag Box CDL

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Page 2

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Market Overview: To replace BDL LH line.

Volumes	SKU Description	National Accounts	Domestic Agencies	Int'l	Canada	Law Enf.	1st Yr Total
	27101 223 Rem		350				350
	27103 243 Win		500			0	500
	27105 270 Win		750				750
	27107 30-06 Sprg		750				750
	27109 7mm Rem Mag		350				350
	27111 300 RUM		300				300
		0	3000	0	0	0	3000

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
STD	577 \$	516 \$	52 \$	464	261 \$	203	44%
Magnum	597 \$	534 \$	53 \$	480	261 \$	219	46%
Ultra mag	607 \$	543 \$	54 \$	488	261 \$	227	47%

Submitted By J. Trull

Revisions: Original

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Page 3

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Key Dates & Quantities

	Date	QTY
Forecast	05/16/04	3000
DAT		
Start T&P		
Complete T & P		
Warehouse	See Above	
Structures		
Catalog Decision		
Photo Sample		
Writers Shooters		
Writers Display		
Sales Shooters		
Sales Display		
Rep Samples		
Shot Show	12/15/04	25
Test ammo		
Proof ammo		
Gallery ammo		

Comparable Product #1 **RAMAC** 27017 **Description** 700 CDL .30-06

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Actual	557	\$ 498	\$ 50	\$ 448	255	\$ 193	43%

Comparable Product #2 **RAMAC** 25793 **Description** 700 BDL .30-06

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Actual	537	\$ 480	\$ 48	\$ 432	256	\$ 176	41%

Comparable Product #3 **RAMAC** 25813 **Description** 700 BDL LH .30-06

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Actual	557	\$ 498	\$ 50	\$ 448	261	\$ 187	42%

Proposed Product Pricing **RAMAC** See NPP **Description** 700 CDL LH

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Target	577	\$ 516	\$ 52	\$ 464	261	\$ 203	44%

Cost Basis/Buildup
Same as BDL LH.

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