

Remington Product Proposal

Date 04/02/04NPP# **2004-62**

RAMAC

See Below

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Brief Description: Model 700 VSF (New Offerings)Site Assignment: ☒ ILION ☐ MAYFIELD ☐ R & D

Category:

☒ CENTERFIRE ☐ RIMFIRE ☒ ACCESSORYDist Channel: ☒ DOMESTIC☒ INTERNATIONAL☒ AGENCY☐ LAW ENFORCEMENT☐ NTL ACCOUNTSSales Type: ☐ CATALOG ☒ SPRING☐ WINTER ☒ SHOW☐ CUSTOMER SPECIALExpected Ship Date 11/15/04Product Description ☒ NEW☐ REPEAT☐ MODIFYnotes: Updating M700 VS Line for 2005 Spring Gun Program.New offerings will feature new H.S. Precision varmint stock
(Trull has sample) and blued varmint barrel with fluting.Trigger pull to be set at assembly at 4.5lb target pull weight.H.S. has agreed that the new stock will not cost more than the
current stock.This will include LH versions.Product SpecsModel: 700 VSHand: RT & LHCaliber: 22-250 Rem. 223 Rem. 308 WinStock Material ☐ WOOD ☒ SYNTHETIC ☐ LAMINATEType/Color: H.S. - New StyleStock Finish ☐ HIGH GLOSS ☐ MATTE ☐ CAMO ☒ OTHERTan w/ Black WebReceiver 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. Varmint ☒ FLUTED ☐ PORTEDBarrel Length 26"Bolt Finish ☐ CHROMED ☒ JEWELLED ☐ BLUED ☐ OTHERChecking NARecoil Pad/Butt Pit STD VSDrop at Comb STD VSDrop at Heel STD VSLength of Pull STD VSSwivels 2 Front Studs, 1 rear stud like M700 PoliceSights NABases NARings NAScope NASpecial Ser # NA

Special Markings	NA
Laser Engraving	NA
Special Packaging	NA
Accuracy Specs.	3 shot: Varmint 4 shot: Varmint 5 shot: Varmint
Ammunition Req.	Std Gallery for varmint
Mag Box	Hinged Floorplate - Same as 29703

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Brief Description: Model 700 VSF (New Offerings)

Market Overview: The Model 700 VSSF has essentially remained unchanged since 1998. Volumes have dwindled over the past few years. It is time for the category to undergo a face lift. It is imperative that these guns not only look good, but close attention must be paid to the trigger pull weight and insuring that the accuracy is top notch. Please note that these new skus will replace RAMAC's 29701, 29703, 29705, 27548(LH), 27549(LH), 27551(LH).

Volumes	SKU Description	National Accounts	Domestic Agencies	Int'l	Canada	Law Enf.	1st Yr Total
	27257 22-250 Rem		1500				1500
	27259 223 Rem		1000			0	1000
	27261 308 Win		1750				1750
	27275 22-250 Rem LH		500				500
	27277 223 Rem LH		500				500
	27279 308 Win LH		500				500
		0	5750	0	0	0	5750

Volumes	SKU Description	2nd Yr	3rd Yr	4th Yr	5th Yr
	27257 22-250 Rem				
	27259 223 Rem				
	27261 308 Win				
	27275 22-250 Rem LH				
	27277 223 Rem LH				
	27279 308 Win LH				

Unit Pricing (RH)	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Target	699 \$	625 \$	62	562	263	\$ 299	53%
Project							
Actual							

Unit Pricing (LH)	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Target	719 \$	643 \$	64	578	271	\$ 307	53%
Project							
Actual							

Submitted By J. Trull

Revisions: Original

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Brief Description: Model 700 VSF (New Offerings)**Key Dates & Quantities**

	Date	QTY
Forecast	04/12/04	5750
DAT		
Start T&P		
Complete T & P		
Warehouse	10/15/04	2750
Structures		
Catalog Decision		
Photo Sample	06/01/04	1
Writers Shooters	09/15/04	2
Writers Display	09/15/04	1
Sales Shooters		
Sales Display		
Rep Samples		
Shot Show		
Test ammo		
Proof ammo		
Gallery ammo		

Comparable Product #1 **RAMAC** 29701 **Description** 700 VS 22-250 Rem

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Actual	608	\$ 543	\$ 54	\$ 489	261	\$ 228	47%

Comparable Product #2 **RAMAC** 27548 **Description** 700 VS LH 22-250 Rem

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Actual	628	\$ 561	\$ 56	\$ 505	269	\$ 236	47%

Comparable Product #3 **RAMAC** **Description**

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Actual		\$ -	\$ -	\$ -		\$ -	#DIV/0!

Proposed Product Pricing **RAMAC** See NPP **Description** 700 VSF

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Target	699	\$ 625	\$ 62	\$ 562	263	\$ 299	53%

Cost Basis/Buildup
 29701 261
 Fluting 2
 Total 263

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