

Remington Product Proposal

Date 04/19/04NPP# **2004-64**

RAMAC

27013 Page 1

Brief Description: 700 CDL 280 Rem 24"Site Assignment: ☒ ILION ☐ MAYFIELD ☐ R & D

Category:

☒ CENTERFIRE☐ RIMFIRE☒ ACCESSORYDist Channel: ☒ DOMESTIC☐ INTERNATIONAL☒ AGENCY☐ LAW ENFORCEMENT☐ NTL ACCOUNTSSales Type: ☐ CATALOG☐ SPRING☐ WINTER☒ SHOW☒ CUSTOMER SPECIALRep Principle IntroductionExpected Ship Date 08/15/04Product Description ☒ NEW☐ REPEAT☐ MODIFYnotes: 700 CDL chambered for 280 RemProduct SpecsModel: 700 CDLHand: RTCaliber: 280 RemStock Material ☒ WOOD ☐ SYNTHETIC ☐ LAMINATEType/Color: STD CDLStock Finish ☐ HIGH GLOSS ☐ MATTE ☐ CAMO ☒ OTHERSatinReceiver 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 24"Bolt Finish ☐ CHROMED ☒ JEWELLED ☐ BLUED ☐ OTHERCheckering STD CDLRecoil Pad/Butt Plt STD CDLDrop at Comb STD CDLDrop at Heel STD CDLLength of Pull STD CDLSwivels STD CDLSights NABases NARings NAScope NASpecial Ser # NASpecial Markings NALaser Engraving NASpecial Packaging NA

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Accuracy Specs. 3 shot:	STD	4 shot:	STD	5 shot:	STD
Ammunition Req.	Standard Gallery				
Mag Box	Hinged Floorplate				

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Market Overview: Mid year introduction for M700 CDL.

Volumes	National	Domestic			Law	1st Yr
SKU Description	Accounts	Agencies	Int'l	Canada	Enf.	Total
27013 280 Rem		1250				1250
					0	0
						0
						0
						0
						0
	0	1250	0	0	0	1250

Volumes	2nd Yr	3rd Yr	4th Yr	5th Yr
SKU Description				
27013 280 Rem				
0				
0				
0				
0				
0				

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Target	532 \$	475 \$	48 \$	428	256 \$	172	40%
Project							
Actual							

Submitted By J. Trull

Revisions: Original

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Key Dates & Quantities

	Date	QTY
Forecast	04/19/04	1250
DAT		
Start T&P		
Complete T & P		
Warehouse	08/15/04	1250
Structures		
Catalog Decision		
Photo Sample		
Writers Shooters		
Writers Display		
Sales Shooters		
Sales Display		
Rep Samples		
Shot Show		
Test ammo		
Proof ammo		
Gallery ammo		

Comparable Product #1 **RAMAC** 7017 **Description** M700 CDL 30-06

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Actual	532	\$ 475	\$ 48	\$ 428	256	\$ 172	40%

Comparable Product #2 **RAMAC** **Description**

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

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

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

Proposed Product Pricing **RAMAC** 27013 **Description** M700 CDL .280 Rem

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Target	532	\$ 475	\$ 48	\$ 428	256	\$ 172	40%

Cost Basis/Buildup
Same as 27017

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