

PROJECT JUSTIFICATION DATA

FOR

M700 SS (Stainless Synthetic)

7mm Rem. Mag.

o BRIEF EXPLANATION OF THE PURPOSE OF THIS PROPOSAL:

See Centerfire Bolt Action Rifle planning brief.

	<u>START-UP YEAR</u>	<u>1ST FULL YEAR</u>	<u>3RD FULL YEAR</u>
o TIMING	QTR/YR: <u>1st/92</u>	<u>92</u>	<u>94</u>
o VOLUME	INCREMENTAL: <u>2400</u>	<u>2400</u>	<u>2700</u>
	REPLACEMENT: <u>          </u> *	<u>          </u> *	<u>          </u> *
o PRICING	MSP: <u>\$469.00</u>	<u>\$469.00</u>	<u>\$489.00</u>
	NSP: <u>          </u>	<u>          </u>	<u>          </u>
o *REPLACEMENT VOLUME DETAIL:	None <u>          </u>	<u>          </u>	<u>          </u>
	<u>          </u>	<u>          </u>	<u>          </u>
o VOLUME GROWTH OR (DECLINE) AFTER THIRD FULL YEAR:	<u>5% decline per year</u>		
o LIFE EXPECTANCY OF THE PRODUCT:	<u>5 years</u>		
o ADVERTISING AND MARKETING EXPENSE:	<u>\$20M</u>		
o COMPETITION:			
<u>MANUFACTURER</u>	<u>MODEL</u>	<u>MSP</u>	<u>NSP</u>
Browning	A-Bolt Stainless Stalker	\$479.95	
Ruger	KM77MK11RP	\$329.38	
o MARKETING APPROVAL:			

Director of Marketing

DATE:

### PROJECT JUSTIFICATION DATA

**FOR**

M700 SS (Stainless Synthetic)

300 Win. Mag

**o BRIEF EXPLANATION OF THE PURPOSE OF THIS PROPOSAL:**

See Centerfire Bolt Action Rifle planning brief.

	START-UP YEAR	1ST FULL YEAR	3RD FULL YEAR
o TIMING	QTR/YR: 1st/92	92	94
o VOLUME	INCREMENTAL: 1900	1900	2200
	REPLACEMENT: _____ *	_____ *	_____ *
o PRICING	MSP: \$469.00	\$469.00	\$489.00
	NSP: _____	_____	_____
o *REPLACEMENT VOLUME DETAIL:	None _____	_____	_____
	_____	_____	_____
o VOLUME GROWTH OR (DECLINE) AFTER THIRD FULL YEAR:	5% decline per year		
o LIFE EXPECTANCY OF THE PRODUCT:	5 years		
o ADVERTISING AND MARKETING EXPENSE:	\$20M		
o COMPETITION:			
<u>MANUFACTURER</u>	<u>MODEL</u>	<u>MSP</u>	<u>NSP</u>
Browning	A-Bolt Stainless Stalker	\$479.95	
Ruger	KN77MK11RP	\$329.38	
o MARKETING APPROVAL:			

DATE:

Director of Marketing

PROJECT JUSTIFICATION DATA

FOR

M700 SS (Stainless Synthetic)

338 Win. Mag.

o BRIEF EXPLANATION OF THE PURPOSE OF THIS PROPOSAL:

See Centerfire Bolt Action Rifle planning brief.

	<u>START-UP</u> <u>YEAR</u>	<u>1ST</u> <u>FULL YEAR</u>	<u>3RD</u> <u>FULL YEAR</u>
o TIMING	QTR/YR: <u>1st/92</u>	<u>92</u>	<u>94</u>
o VOLUME	INCREMENTAL: <u>1400</u>	<u>1400</u>	<u>1800</u>
	REPLACEMENT: <u>          </u> *	<u>          </u> *	<u>          </u> *
o PRICING	MSP: <u>\$469.00</u>	<u>\$469.00</u>	<u>\$489.00</u>
	NSP: <u>          </u>	<u>          </u>	<u>          </u>
o *REPLACEMENT VOLUME DETAIL:     None	<u>          </u>	<u>          </u>	<u>          </u>
o VOLUME GROWTH OR (DECLINE) AFTER THIRD FULL YEAR:	<u>5% decline per year</u>		
o LIFE EXPECTANCY OF THE PRODUCT:	<u>5 years</u>		
o ADVERTISING AND MARKETING EXPENSE:	<u>\$20M</u>		
o COMPETITION:			
<u>MANUFACTURER</u>	<u>MODEL</u>	<u>MSP</u>	<u>NSP</u>
Browning	A-Bolt, Stainless Stalker	\$479.95	
Ruger	KM77MK11RP	\$329.38	
o MARKETING APPROVAL:			

Director of Marketing

DATE:

PROJECT JUSTIFICATION DATA

FOR

M700 SS (Stainless Synthetic)

30-06 Springfield

o BRIEF EXPLANATION OF THE PURPOSE OF THIS PROPOSAL:

See Centerfire Bolt Action Rifle planning brief

	<u>START-UP</u> <u>YEAR</u>	<u>1ST</u> <u>FULL YEAR</u>	<u>3RD</u> <u>FULL YEAR</u>
o TIMING	QTR/YR: <u>1st/92</u>	<u>92</u>	<u>94</u>
o VOLUME	INCREMENTAL: <u>1800</u>	<u>1800</u>	<u>1300</u>
	REPLACEMENT: <u>1200 *</u>	<u>1200 *</u>	<u>--- *</u>
o PRICING	MSP: <u>\$449.00</u>	<u>\$449.00</u>	<u>\$469.00</u>
	NSP: <u>                    </u>	<u>                    </u>	<u>                    </u>
o *REPLACEMENT VOLUME DETAIL:	<u>700 AS</u>	<u>500</u>	<u>                    </u>
	<u>700 BDL</u>	<u>700</u>	<u>                    </u>
o VOLUME GROWTH OR (DECLINE) AFTER THIRD FULL YEAR:	<u>20% decline per year</u>		
o LIFE EXPECTANCY OF THE PRODUCT:	<u>5 years</u>		
o ADVERTISING AND MARKETING EXPENSE:	<u>\$20M</u>		
o COMPETITION:			
<u>MANUFACTURER</u>	<u>MODEL</u>	<u>MSP</u>	<u>NSP</u>
Browning	A-Bolt Stainless Stalker	\$479.95	
Ruger	KM77MK11RP	\$329.38	
o MARKETING APPROVAL:			

Director of Marketing

DATE:

PROJECT JUSTIFICATION DATA

FOR

M700 SS (Stainless Synthetic)

270 Win.

o BRIEF EXPLANATION OF THE PURPOSE OF THIS PROPOSAL:

See Centerfire Bolt Action Rifle planning brief

	<u>START-UP</u> <u>YEAR</u>	<u>1ST</u> <u>FULL YEAR</u>	<u>'3RD</u> <u>FULL YEAR</u>
o TIMING	QTR/YR: <u>1st/92</u>	<u>92</u>	<u>94</u>
o VOLUME	INCREMENTAL: <u>1000</u>	<u>1000</u>	<u>800</u>
	REPLACEMENT: <u>800 *</u>	<u>800 *</u>	<u>*</u>
o PRICING	MSP: <u>\$449.00</u>	<u>\$449.00</u>	<u>\$469.00</u>
	NSP: <u></u>	<u></u>	<u></u>
o *REPLACEMENT VOLUME DETAIL:	<u>700 AS</u>	<u>400</u>	<u></u>
	<u>700BDL</u>	<u>400</u>	<u></u>
o VOLUME GROWTH OR (DECLINE) AFTER THIRD FULL YEAR:	<u>20% decline per year</u>		
o LIFE EXPECTANCY OF THE PRODUCT:	<u>5 years</u>		
o ADVERTISING AND MARKETING EXPENSE:	<u>\$20M</u>		
o COMPETITION:			
<u>MANUFACTURER</u>	<u>MODEL</u>	<u>MSP</u>	<u>NSP</u>
Browning	A-Bolt Stainless Stalker	\$479.95	
Ruger	KM77MK11RP	\$329.38	
o MARKETING APPROVAL:			

Director of Marketing

DATE:

PROJECT JUSTIFICATION DATA

FOR

M700 SS (Stainless Synthetic)

280 Rem.

o BRIEF EXPLANATION OF THE PURPOSE OF THIS PROPOSAL:

See Centerfire Bolt Action Rifle planning brief.

	<u>START-UP</u> <u>YEAR</u>	<u>1ST</u> <u>FULL YEAR</u>	<u>3RD</u> <u>FULL YEAR</u>
o TIMING	QTR/YR: <u>1st/92</u>	<u>92</u>	<u>94</u>
o VOLUME	INCREMENTAL: <u>1000</u>	<u>1000</u>	<u>1200</u>
	REPLACEMENT: <u>500 *</u>	<u>500 *</u>	<u>*</u>
o PRICING	MSP: <u>\$449.00</u>	<u>\$449.00</u>	<u>\$469.00</u>
	NSP: <u></u>	<u></u>	<u></u>
o *REPLACEMENT VOLUME DETAIL:	<u>700 AS</u>	<u>300</u>	<u></u>
	<u>700 BDL</u>	<u>200</u>	<u></u>
o VOLUME GROWTH OR (DECLINE) AFTER THIRD FULL YEAR:	<u>5% decline per year</u>		
o LIFE EXPECTANCY OF THE PRODUCT:	<u>5 years</u>		
o ADVERTISING AND MARKETING EXPENSE:	<u>\$20M</u>		
o COMPETITION:			
<u>MANUFACTURER</u>	<u>MODEL</u>	<u>MSP</u>	<u>NSP</u>
Browning	A-Bolt Stainless Stalker	\$479.95	
Ruger	KM77MK11RP	\$329.38	
o MARKETING APPROVAL:			

Director of Marketing

DATE: