#### FOR

# M700 SS (Stainless Synthetic)

7mm Rem. Mag.

See Ce	nterfire Bolt	Action Rif	le planning hr	ief
	· · · · · · · · · · · · · · · · · · ·			•
	<del></del>			
		START-UP YEAR	1ST FULL YEAR	3RD
TIMING	OTR/YR:		92	FULL YEAR 94
VOLUME	INCREMENTAL:		2400	2700
	REPLACEMENT:		*	
PRICING		\$469.00	\$469.00	\$489.00
	NSP:			
*REPLACEM	ENT VOLUME			
	None	**************************************		
VOLUME GR (DECLINE) THIRD FUL	AFTER 5%	decline per	year	
LIFE EXPE		5 years	-	
ADVERTISI MARKETING		\$20M		
COMPETITI MANUFAC		ODEL	MSP	NSP
Browning	A-Bo	olt Stainles Stalker	s \$4 <b>7</b> 9.95	
Ruger	KM7	MK11RP	\$329.38	
MARKETING	APPROVAL:			

### FOR

M700 SS (Stainless Synthetic)

300 Win. Mag

0	BRIEF EXPLANATION	OF THE	PURPOSE OF	THIS PROPOSA	L:
	See Centerfire	Bolt Ac	tion Rifle	planning bri	ef
					-
					· · · · · · · · · · · · · · · · · · ·
			RT-UP EAR	1ST FULL YEAR	3RD FULL YEAR
0	TIMING QTF	R/YR: 1	st/92	92	94
0	VOLUME INCREMEN	TAL:1	900	1900	2200
	REPLACEM	ENT:	*	*	*
0	PRICING	MSP:\$	469.00	\$469.00	\$489.00
		NSP:			
0	*REPLACEMENT VOLUM				
	DETAIL: None	-			**************************************
			<del></del>		***************************************
0	VOLUME GROWTH OR (DECLINE) AFTER THIRD FULL YEAR:	5% dec	line per ye	ear	
0	LIFE EXPECTANCY OF THE PRODUCT:	5	years	_	
0	ADVERTISING AND MARKETING EXPENSE:	\$2	20M	_	
0	COMPETITION: MANUFACTURER	MODE	<u>L</u>	MSP	NSP
	Browning	A-Bolt	Stainless Stalker	\$479.95	
	Ruger	KN77MK1		\$329.38	
0	MARKETING APPROVAL	<b>:</b>			
				DATE:	
	Director of	Marketi	ng	· <del></del>	<del></del>

### FOR

M700 SS (Stainless Synthetic)

338 Win. Mag.

TIMING QTR/YR:  VOLUME INCREMENTAL:_  REPLACEMENT:_  PRICING MSP:_  NSP:_  *REPLACEMENT VOLUME  DETAIL: None  VOLUME GROWTH OR (DECLINE) AFTER THIRD FULL YEAR: 5% de  LIFE EXPECTANCY OF THE PRODUCT:_	1400	1ST FULL YEAR 92 1400 *	3RD FULL YEAT 94 1800
TIMING QTR/YR:  VOLUME INCREMENTAL:_  REPLACEMENT:_  PRICING MSP:_  NSP:_  *REPLACEMENT VOLUME  DETAIL: None  VOLUME GROWTH OR (DECLINE) AFTER THIRD FULL YEAR: 5% de  LIFE EXPECTANCY OF THE PRODUCT:_  ADVERTISING AND	YEAR  1st/92  1400  * \$469.00	92 1400 *	94 1800
VOLUME INCREMENTAL:  REPLACEMENT:  PRICING MSP:  NSP:  *REPLACEMENT VOLUME  DETAIL: None  VOLUME GROWTH OR (DECLINE) AFTER THIRD FULL YEAR:  LIFE EXPECTANCY OF THE PRODUCT:  ADVERTISING AND	* \$469.00	1400 *	1800
REPLACEMENT:	* \$469.00	*	
PRICING MSP:	\$469.00		\$489.00
*REPLACEMENT VOLUME DETAIL: None  VOLUME GROWTH OR (DECLINE) AFTER THIRD FULL YEAR: 5% de  LIFE EXPECTANCY OF THE PRODUCT:  ADVERTISING AND		\$469.00	\$489.00
*REPLACEMENT VOLUME DETAIL: None  VOLUME GROWTH OR (DECLINE) AFTER THIRD FULL YEAR: 5% de  LIFE EXPECTANCY OF THE PRODUCT:  ADVERTISING AND			
VOLUME GROWTH OR (DECLINE) AFTER THIRD FULL YEAR: 5% de LIFE EXPECTANCY OF THE PRODUCT:			
(DECLINE) AFTER THIRD FULL YEAR: 5% de LIFE EXPECTANCY OF THE PRODUCT: ADVERTISING AND	<del></del>	<del></del>	
OF THE PRODUCT: ADVERTISING AND	cline per ye	ear 	
	5 years		
	\$20M	-	
COMPETITION: MANUFACTURER MOD	EL	MSP	NSP
Browning A-Bol	Stainless Stalker	\$479.95	
Ruger KM77M		\$329.38	
MARKETING APPROVAL:			

### FOR

M700 SS (Stainless Synthetic)

30-06 Springfield

0	RIEF EXPLANATION OF THE PURPOSE OF THIS PROPOSAL:					
	See Centerfire Bolt	Action Rifle	planning bri	ef		
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			· · · · · · · · · · · · · · · · · · ·	<del></del>		
			1ST FULL YEAR	3RD FULL YEAR		
0	TIMING QTR/YR:	1st/92	92	94		
0	VOLUME INCREMENTAL:		1800	1300		
	REPLACEMENT:	1200_*	1200 *	*		
0	PRICING MSP:	\$449.00	\$449.00	\$469.00		
	NSP:		<u></u>			
0	*REPLACEMENT VOLUME DETAIL:	700 AS	500 .			
		700 BDL	700			
0	VOLUME GROWTH OR (DECLINE) AFTER THIRD FULL YEAR: 20%	decline per y	/ear			
0	LIFE EXPECTANCY OF THE PRODUCT:	5 years	_			
0	ADVERTISING AND MARKETING EXPENSE:	\$20M	_			
0	COMPETITION: MANUFACTURER M	ODEL	MSP	NSP		
	Browning A-Bo	olt Stainless	\$479.95			
	Ruger KM77	Stalker MK11RP	\$329.38			
0	MARKETING APPROVAL:					
			D. M.			
	Director of Mark	eting	DATE:	·		

### FOR

M700 SS (Stainless Synthetic)

270 Win.

			THIS PROPOSE	
See Cent	erfire Bolt	Action Rifle	e planning hri	ief
		START-UP YEAR	1ST FULL YEAR	'3RD FULL YEAR
TIMING	QTR/YR:	1st/92	92	94
VOLUME I	NCREMENTAL:	1000	1000	800
R	EPLACEMENT:	<u>* 800</u>	* 008	····
PRICING	MSP:	\$449.00	\$449.00	\$469.00
	NSP:			
*REPLACEMEN DETAIL:	T VOLUME	700 AS	400	
		700BDL	400	
VOLUME GROW (DECLINE) A THIRD FULL	FTER	decline per	year	
OF THE PROD	ANCY UCT:	5 years		
ADVERTISING E		\$20M		
COMPETITION MANUFACTU	RER M	ODEL	MSP	NSP
Browning	A-Bo	olt Stainless Stalker	\$479.95	
Ruger	KM77	7MK11RP	\$329.38	
MARKETING A	PPROVAL:			
Direc	tor of Mark	eting	DATE:	·

#### FOR

# M700 SS (Stainless Synthetic)

280 Rem.

o BRIEZ E	XPLANATION OF :	THE PURPOSE OF	THIS PROPOSI	AL:
See	Centerfire Bol	t Action Rifle	planning hr	ief
				· 
	<del></del>			
		START-UP YEAR	1ST FULL YEAR	3RD FULL YEAR
o TIMING	QTR/YR:	1st/92	92	94
o VOLUME	INCREMENTAL:	1000	1000	_1200
	REPLACEMENT	500 *	500 *	<del></del> 1
o PRICING	MSP	<u>\$449.0</u> 0	\$449.00	\$469.00
	NSP			
o *REPLAC DETAIL	EMENT VOLUME	700 AS	300	
		700 BDL	200	
(DECLIN	GROWTH OR E) AFTER ULL YEAR: 5%	decline per y	<u>e</u> ar	
O LIFE EX	PECTANCY PRODUCT:	5 years		
o ADVERTI		\$20M	_	
O COMPETION		MODEL	MSP	NSP
Browning	A-B	olt Stainless Stalker	\$479.95	
Ruger	KM7	7MK11RP	\$329.38	
o MARKETI	NG APPROVAL:			
D:	irector of Mark	ceting	DATE:	•