

DATE: 8/12/92

PROPOSAL: NBAR (NEW BOLT ACTION RIFLE)

BRIEF EXPLANATION OF THE PURPOSE OF THIS PROPOSAL:

THIS PRODUCT WILL BE A NEW ENTRY INTO THE MID TO HIGH PRICE
CENTERFIRE BOLT ACTION MARKET - DESIGNED FOR MANUFACTURABILITY
AND PERFORMANCE.

	START UP YEAR	FIRST FULL YEAR	THIRD FULL YEAR
TIMING -- QTR / YEAR:	1QTR95		1997
INCREMENTAL VOLUME: * (additional)	15,000		45,000
REPLACEMENT VOLUME: * (detracting from existing)	10,000		
MSP:	\$393 <i>each</i>		
NSP:	\$326 <i>each</i>		

* REPLACEMENT VOLUME DETAIL: 7,000 FROM MODEL 700 BDL & 3,000 FROM MODEL 700SS.

** VOLUME SPLIT IS 70% WOOD, 30% SYNTHETIC.

DOES THIS PROPOSAL CREATE OBSOLETE INVENTORY? NO

EXPLAIN: _____

LIFE EXPECTANCY OF THIS PRODUCT: 10 YRS. *M 700 NOW EVOLVED FROM*

VOLUME GROWTH / DECLINE AFTER THIRD FULL YEAR: LEVEL AT 45,000

COMPETITION:

MANUFACTURER	MODEL	MSP
BROWNING	A-BOLT	\$439
RUGER	M/77	\$382
USPAC	M/70	\$374
SAVAGE	M/110	\$251

PREPARED BY: *[Signature]*
PRODUCT MANAGER

REVIEWED BY: *[Signature]*
DIRECTOR OF MARKETING

IMPLICATIONS TO
VIABILITY OF PROJECT?
PAYBACK ON QO: 9.7

" Viper: 10.0

30+ YEARS
42+ YEARS

393
200 BDL 389

RIFLE SPECIFICATION

PI-4

FINISH: HIGH GLOSS: _____ SATIN: _____ OTHER: SEMI-GLOSS _____ MATERIAL: _____	
STOCK: CURRENT: _____ NEW: YES _____ RECOIL PAD: YES _____ BUTT PLATE: NO _____ GRIP CAP: YES _____ MONTE CARLO: YES _____ COMB CUTS: YES _____ LOP: 13 3/8" _____ DROP: COMB 1/2", HEEL 1 3/8" _____ ADDITIONAL INFORMATION: SIMILAR IN SHAPE TO THE M/700 BDL _____	TYPE: _____ TYPE: LONG STOCK _____ TYPE: SOLID _____ TYPE: _____ TYPE: "B" WOOD _____ CHEEK PIECE: YES _____ PALM SWELL: YES _____ SWIVEL STUD: YES _____ NEW CONCEPT MOLDING INTO STOCK - PLUS IT MOUNTED EXPLOIT
FORE-END: CURRENT: _____ NEW: _____ F/E TIP OR CAP: YES _____ FINGER GROOVES: _____ ADDITIONAL INFORMATION: _____	TYPE: _____ TYPE: _____ TYPE: "B" WOOD _____ SYNTHETIC, STAINLESS
ADDITIONAL ITEMS	
SLING: NO _____ STYLE: _____ COLOR: _____ PACKAGING: STD GREEN BOX _____ LITERATURE: NEW _____	
ADDITIONAL INFORMATION: OPTIONAL BOLT LOCK, DETACHABLE BOX MAGAZINE extra magazine WEIGHT L/A - 7 LBS, MAG (7 3/4 LBS) THIS INCLUDES A DIFFERENT BDL COUNTDOWN FOR MAGNUMS.	
PREPARED BY: <u>John R. Baker</u>	DATE: <u>8/28/92</u>
REVIEWED BY: <u>Jim M. Buntz Jr.</u>	DATE: <u>3/28/92</u>