### FOR

# N700 SS (Stainless Synthetic)

280 Rem.

0	BRIE: EXPLANATION OF THE PURPOSE OF THIS PROPOSAL:					
	See Centerfire Bolt Action Rifle planning brief					
			•	<del>-</del>		
		START-UP YEAR	1ST FULL YEAR	3RD FULL YEAR		
0	TIMING QTE	R/YR: 1st/92	92	94		
o	VOLUME INCREMEN	TAL: 1000	1000	1200		
	REPLACEN	1ENT: 500 *	_500*			
0	PRICING	MSP: \$449.00	\$449.00	\$469.00		
		NSP:		<del></del>		
0	*REPLACEMENT VOLUM					
	DETAIL:	700 AS	300	<del></del>		
			200			
0	VOLUME GROWTH OR (DECLINE) AFTER THIRD FULL YEAR:	5% decline per v	ear			
0	LIFE EXPECTANCY OF THE PRODUCT:	5 years	<del></del>			
0	ADVERTISING AND MARKETING EXPENSE:	\$20M	_			
0	COMPETITION: MANUFACTURER	MODEL	MSP	NSP		
	Browning	A-Bolt Stainless Stalker	\$479.95			
	Ruger	KM77MK11RP	\$329.38			
0	MARKETING APPROVAL	· :				
			DATE:			
	Director of	Marketing		<del></del>		

### FOR

# M700 SS (Stainless Synthetic)

270 Win.

See Centerfire Bolt Action Rifle planning brief						
				·		
-		RT-UP EAR_	1ST FULL YEAR	'3RD FULL YEA		
TIMING Q	TR/YR:1	st/92	92	94		
VOLUME INCREM	ENTAL: 1	.000	1000	800		
REPLAC	EMENT:	<del>*</del> 800	* 008			
PRICING	MSP:_\$	449.00	\$449.00	\$469.00		
	NSP:					
*REPLACEMENT VOL DETAIL:		00 AS	400	•		
	_ 7	OOBDL	400	**************************************		
VOLUME GROWTH OR (DECLINE) AFTER THIRD FULL YEAR:		cline per	<u>/</u> ear			
LIFE EXPECTANCY OF THE PRODUCT:		years	_			
ADVERTISING AND MARKETING EXPENS		20M	_			
COMPETITION: MANUFACTURER	MODE	L	MSP	NSP		
Browning		Stainless Stalker	\$479.95			
Ruger	KM77MK)		\$329.38			
MARKETING APPROV	AL:					
			DATE:			

#### FOR

# M700 SS (Stainless Synthetic)

30-06 Springfield

0	BRIEF EXPLANATION OF	THE PURPOSE OF	THIS PROPOSE	AL:
	See Centerfire Bol	t Action Rifle	planning hr	ief
			<del></del>	
			·····	
			1.00	
	•	START-UP YEAR	1ST FULL YEAR	3RD FULL YEAR
0	TIMING QTR/YR	1st/92	92	94
0	VOLUME INCREMENTAL	1800	1800	1300
	REPLACEMENT	<u>1200</u> *	<u>1200</u> *	*
٥	PRICING MSP	:\$449.00	\$449.00	\$469.00
	NSP			<del></del>
0	*REPLACEMENT VOLUME DETAIL:	700 AS	500	
		700 BDL	700	
0	VOLUME GROWTH OR (DECLINE) AFTER THIRD FULL YEAR: 20%	decline per	year	
0	LIFE EXPECTANCY OF THE PRODUCT:	5 years	_	
0	ADVERTISING AND MARKETING EXPENSE:	\$20M	_	
0	COMPETITION: MANUFACTURER	10DEL	MSP	NSP
	Browning A-B	olt Stainless Stalker	\$479.95	
	Ruger KM7	7MK11RP	\$329.38	
0	MARKETING APPROVAL:	. ·		
	Director of Mark	eting	DATE:	·

#### FOR

# M700 SS (Stainless Synthetic)

338 Win. Mag.

٥	BRIEF EXPLANATION OF THE PURPOSE OF THIS PROPOSAL:					
	See Centerfire Bolt Action Rifle planning brief.					
				•		
			·	<del></del>		
		START-UP YEAR	1ST FULL YEAR	3RD FULL YEAR		
0	TIMING QT	R/YR: <u>1st/92</u>	92	94		
0	VOLUME INCREMEN	NTAL: 1400	1400	_1800		
	REPLACE	MENT:*	*	<u> </u>		
0	PRICING	MSP: \$469.00	\$469.00	\$489_00_		
		NSP:		<del></del>		
o	*REPLACEMENT VOLUME	ME				
	None	<del>*************************************</del>				
_	TIOT THE CROSSES OF					
0	VOLUME GROWTH OR (DECLINE) AFTER THIRD FULL YEAR:	5% decline per ye	ear -			
0	LIFE EXPECTANCY OF THE PRODUCT:	5 years	_	·		
0	ADVERTISING AND MARKETING EXPENSE:	\$20M	_			
0	COMPETITION: MANUFACTURER	MODEL	MSP	NSP		
:	Browning	A-Bolt Stainless Stalker	\$479.95			
1	Ruger		\$329.38			
0	MARKETING APPROVAL	<b>.</b> :				
	Director of	Marketing	DATE:	<u> </u>		

### FOR

# M700 SS (Stainless Synthetic)

300 Win. Mag

0	BRIEF EXPLANATION	OF THE	PURPOSE OF	THIS PROPOSA	L:
	See Centerfire	Bolt A	ction Rifle	planning hri	ef
					· 
			ART-UP YEAR	1ST FULL YEAR	3RD FULL YEAR
0	TIMING QTR	/YR:	Lst/92	92	94
О	VOLUME INCREMEN	TAL:	1900	1900	2200
	REPLACEM	ENT:	*	*	*
0	PRICING	MSP:	469.00	\$469.00	\$489.00
	:	NSP:	<del></del> .		<del></del> -
0	*REPLACEMENT VOLUM DETAIL:	E			·
	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:		20M	_	
0	COMPETITION: MANUFACTURER	MODE	<u>EL</u>	MSP	NSP
	Browning	A-Bolt	Stainless Stalker	\$479.95	
	Ruger	KM77MK	Stalker 11RP	\$329.38	
0	MARKETING APPROVAL	:			
	Director of I	Marketi	.ng	DATE:	<del></del>
					_

### FOR

# M700 SS (Stainless Synthetic)

7mm Rem. Mag.

	<del></del>	Action Rif		
	s	TART-UP YEAR	1st full`year	3RD FULL YEAI
TIMING -	QTR/YR:_	1st/92	92	94
VOLUME INCRE		2400	2400	2700
REPLA	CEMENT:_	*	*	
PRICING	MSP:_	\$469.00	\$469.00	\$489.00
	NSP:_		·····	
*REPLACEMENT VO DETAIL: None	LUME —			· ———
VOLUME GROWTH O (DECLINE) AFTER THIRD FULL YEAR	5% d	lecline per	year	<del></del>
LIFE EXPECTANCY OF THE PRODUCT:		5 years	·	
ADVERTISING AND MARKETING EXPENS	SE:	\$20M		
COMPETITION: MANUFACTURER	мог	DEL	MSP	NSP
Browning	A-Bol	t Stainles Stalker	<del></del>	
Ruger	KM77M		\$329.38	
MARKETING APPROV	VAL:			