

BOLT ACTION RIFLE QUESTIONNAIRE

7mm-08 Cal. Serial # _____

1. What do you like about the new bolt action rifle?

fills gap in line

2. What do you dislike about this new gun?

3. How would you improve the consumer acceptance of this bolt action rifle?

7 little word question
improve fiction

4. In terms of overall quality, how does this new gun compare to other center fire rifles in Remington's line?

5. Given a \$210 suggested retail price for the M/788, a \$298 price for the M/700 ADL and a \$358 price for the M/700 BDL, where do you think the new gun would fit in our line from a price standpoint?

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