#### FOR

N700 SS (Stainless Synthetic)

280	Rem.	,
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0	BRIE? EXPLANATION	OF THE PURPOSE OF	THIS PROPOSE	AL:
	See Centerfire	Bolt Action Rifle	planning hr	ief
			· 	
			<del></del>	
			· · · · · · · · · · · · · · · · · · ·	<del></del>
		START-UP YEAR	1ST FULL YEAR	3RD FULL YEAR
0	TIMING QT	R/YR: <u>1st/92</u>	92	94
0	VOLUME INCREME	NTAL: 1000	1000	1200
	REPLACE	MENT: 500 *	500 *	*
0	PRICING	MSP: \$449.00	\$449.00	\$469.00
		NSP:		<del></del>
0	*REPLACEMENT VOLU		222	
	DETAIL:	700 AS	300	
		700 BDL	200	
0	VOLUME GROWTH OR (DECLINE) AFTER THIRD FULL YEAR:	5% decline per v	ear	
0	LIFE EXPECTANCY OF THE PRODUCT:	5 years		
o	ADVERTISING AND MARKETING EXPENSE	\$20M		
0	COMPETITION: MANUFACTURER	MODEL	MSP	NSP
	Browning	A-Bolt Stainless Stalker	\$479.95	
	Ruger	KM77MK11RP	\$329.38	
o	MARKETING APPROVA	L:		
	Director of	Marketing	DATE:	

FOR

# M700 SS (Stainless Synthetic)

270 Win.

See Centerf	ire Bolt	Action Rif	le planning hr	ief
	······································			
-	,	START-UP YEAR	1ST FULL YEAR	'3RD FULL YEA
TIMING -	QTR/YR:	1st/92	92	94
VOLUME INCRI	EMENTAL:	1000	1000	800
REPLA	ACEMENT:	* 008	**	
PRICING	MSP:	\$449.00	\$449.00	\$469.00
	NSP:			
*REPLACEMENT VO	OLUME .	700 AS	400	•
	_	700BDL	400	
VOLUME GROWTH ( (DECLINE) AFTER THIRD FULL YEAR	3	decline per	year	
LIFE EXPECTANCE	۲ :	5 years		
ADVERTISING AND MARKETING EXPEN		\$20M		
COMPETITION: MANUFACTURER	Mo	DDEL	MSP	NSP
Browning	A-Bo	lt Stainles Stalker		
Ruger	KM77	MK11RP	\$329.38	
MARKETING APPRO	VAL:			
			DATE:	

FOR

### M700 SS (Stainless Synthetic)

30-06 Spring:	٤i(	eld
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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.

0	BRIEF EXPLANATION	-		
	see centeriire	Bolt Action Rifle	: hisuning pr	
		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
	REPLACEI	HENT:*	*	*
0	PRICING	MSP:\$469.00	\$469.00	\$489_00_
		NSP:		
o	*REPLACEMENT VOLUME DETAIL:	ME		
	None	*		
o	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
3	Browning	A-Bolt Stainless Stalker	\$479.95	
1	Ruger	KM77MK11RP	\$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 Action Rifle	planning bri	ef
		START-UP YEAR	1ST FULL YEAR	3RD FULL YEAR
0	TIMING QT	R/YR: <u>1st/92</u>	92	94
O	VOLUME INCREME	NTAL: 1900	1900	2200
	REPLACE	MENT:*	*	*
0	PRICING	MSP: \$469.00	\$469.00	\$489.00
		NSP:		
0	*REPLACEMENT VOLUME	ME		
	None			
0	VOLUME GROWTH OR (DECLINE) AFTER THIRD FULL YEAR:_	5% decline per y	<u>e</u> ar	
0	LIFE EXPECTANCY OF THE PRODUCT:	5 years	<del>.</del>	
0	ADVERTISING AND MARKETING EXPENSE	\$20M	<del></del>	
0	COMPETITION: MANUFACTURER	MODEL	MSP	NSP
	Browning	A-Bolt Stainless Stalker	\$479.95	
	Ruger	KM77MK11RP	\$329.38	
o	MARKETING APPROVAL	S:		
	,			
	Director of	Marketing	DATE:	<del> </del>
				_

FOR

## M700 SS (Stainless Synthetic)

7mm Rem. Mag.

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			RT-UP EAR	1ST FULL YEAR	3RD FULL YEAI
TIMING	- QT	R/YR:1	st/92	92	94
VOLUME	INCREME	NTAL: 2	400	2400	2700
	REPLACE	MENT:	*	*	<del></del>
PRICIN	3	MSP:\$4	169.00	\$469.00	\$489.00
•		NSP:		<u> </u>	
*REPLAC	CEMENT VOLU	ME			·
	none				
	GROWTH OR NE) AFTER TULL YEAR:	5% dec	line per 3	year	-
THIRD I					
LIFE EX	PECTANCY PRODUCT:	5	years .	~	
LIFE EXOF THE	 CPECTANCY	\$2	years OM	-	
LIFE EXOF THE ADVERTIMARKETS COMPETS	PECTANCY PRODUCT: SING AND NG EXPENSE:	\$2	юм	- MSP	NS D
LIFE EXOF THE ADVERTIMARKETI COMPETIMANUE	PECTANCY PRODUCT: SING AND NG EXPENSE: TION:	\$2	СОМ	<u>MSP</u>	<u>NS P</u>
LIFE EXOF THE ADVERTIMARKETS COMPETS	PECTANCY PRODUCT: SING AND NG EXPENSE: TION:	S2 MODE:	юм	\$479.95	<u>NSP</u>
LIFE EXOF THE ADVERTIMARKETY COMPETYMANUE Brownin	PECTANCY PRODUCT: SING AND NG EXPENSE: TION:	S2 MODE:	COM L Stainless Stalker	<del></del>	<u>NSP</u>
LIFE EXOF THE ADVERTIMARKET) COMPETIMANUE Brownin Ruger	PECTANCY PRODUCT: SING AND NG EXPENSE: TION:	**************************************	COM L Stainless Stalker	\$479.95	<u>NSP</u>