

- Product specific fire control, fully adjustable by gunsmith
- Dual extractors
- Satin finish walnut stock with ebony fore end tip and high grade grip cap medallion and laser cut checkering
- Platform is expandable up to the .221 Remington Fireball centerfire cartridge

Model	Caliber	MSP	Cost	NSP	Margin (After F&T)	Est. Yr. Bcsl.
504	.22LR	\$ 450.00	\$ 230.00	\$ 402.19	33%	5000
504	.22WMR	\$ 490.00	\$ 230.00	\$ 437.94	37%	1000
504	.17HMR	\$ 490.00	\$ 230.00	\$ 437.94	37%	1500

Low Cost Bolt Action Rimfire Rifle – 2001 Point of Sale data at Wal Mart alone show over 35M units of \$99 bolt-action rimfire sold. Of that figure, nearly one third of the sales were youth sized products. The challenge for Remington has been, and is likely to continue to be the inability to manufacture a product that can be sold at wholesale to hit a \$100 retail price point. Remington needs to pursue sourcing a low-cost, no-frills bolt-action rimfire rifle that can be marketed under the Remington brand or co-branded with the Remington brand (i.e. Mohawk by Remington). With the strength of the Remington brand, an annual volume of 15M – 20M units is easily attainable. Although this product will be a “no-frills” product, a prerequisite for consideration must be that the product functions reliably. There are many sources of a low-cost product that though they are low-cost, they are not “junk.” This is paramount to any product bearing the Remington brand.

Item	MSP	NSP (Wal Mart)	Cost	Margin (After F&T)	Annual Volume
Low Cost B A Rimfire	\$100	\$93	\$65	20%	15M – 20M Units

Pricing Considerations - Pricing will be reviewed annually in order to determine the most effective pricing strategy from year to year. Market dynamics and conditions are constantly changing, making meaningful forecasting models for pricing marginally effective at best. Pricing