

<u>Model</u>	<u>MSP</u>	<u>Net Selling Price</u>	<u>1<sup>st</sup> Year Volumes 1999</u>
M/541-T HB LSS	\$389	\$320	1,500
M/541-T Magnum	\$369	\$303	1,000
M/541-T (Re-Style)	\$349	\$286	1,000
M/581-S	\$179	\$147	1,000

#### Single Shot Bolt Action

As noted earlier, *there is a market for a low cost, single shot bolt action 22 LR rifle which represents an opportunity for Remington to grow share.* The market is split between youth organizations with target shooting programs and mass merchants sales to new shooters. *A new single shot bolt action rimfire rifle chambered in both 22 LR and 22 WMR will be considered. Promotionally priced, the rifles would be marketed under the Sportsman brand and targeted at niche markets.* To be competitive, the rifle must meet minimum requirements that should be addressed in product development:

- Single Shot Design
- User Friendly Operation
- Adjustable Sights
- Moderate Cosmetics
- Easy Serviceability
- Above Average Reliability (For The Category)
- Above Average Accuracy (For The Category)
- Low Price

The first year Pricing and volume are projected as follows:

<u>Cost</u>	<u>MSP</u>	<u>Net Selling Price</u>	<u>1<sup>st</sup> Year Volumes</u>
\$46	\$99	\$81	25,000