

## Remington Product Proposal

Date 05/16/04

PP# 2005-13

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Brief Description: XR-100 Rangemaster Single Shot Target Rifle

Market Overview: With the introduction of the Savage Acutrigger and the Savage Model 40 knock off of our Model 40-XB, competitive pressure is mounting from the consumer to offer an affordable target grade rifle in the standard Remington line. This introduction addresses that issue with a high value product built on a great reputation for the standard catalog line.

Volumes	SKU Description	National Accounts	Domestic Agencies	Int'l	Canada	Law Enf.	1st Yr Total
	25839 204 Ruger		1250				1250
	25841 223 Rem		1250			0	1250
	25843 22-250 Rem		1500				1500
							0
							0
							0
		0	4000	0	0	0	4000

Volumes	SKU Description	2nd Yr	3rd Yr	4th Yr	5th Yr
	25839 204 Ruger	1250	1250		
	25841 223 Rem	1250	1250		
	25843 22-250 Rem	1500	1500		

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Target	659 \$	589 \$	59 \$	530	278 \$	252	48%
Project							
Actual							

Submitted By J. Trull

Revisions: Original