

Remington Product Proposal

Date 05/13/04

PP# 2005-12

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Brief Description: 700 SPS (Special Purpose Synthetic) YTH

Market Overview: The Model 700 ADL SYN has outlived its useful life from a competitive perspective. Better featured products priced competitively with the Model 700 ADL SYN have made inroads toward eroding the Remington's market share in this category. This product is intended to compete with the Weatherby Vanguard, Tikka T3, Howa, and Savage.

Volumes	SKU Description	National Accounts	Domestic Agencies	Int'l	Canada	Law Enf.	1st Yr Total
	27475 243 Win YTH	0	2500			0	2500
	27477 308 Win YTH	0	1000			0	1000
	27479 270 Win YTH	0	1000			0	1000
	27481 .30-06 Sprg YTH	0	1000			0	1000
	TBD	0				0	0
	TBD	0				0	0
	TBD	0				0	0
	TBD	0				0	0
	TBD	0				0	0
	TBD	0				0	0
	TBD	0				0	0
	TBD	0				0	0
	TBD	0				0	0
		0	5500	0	0	0	5500

Financials	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Target	380 \$	340 \$	34 \$	306	167 \$	139	45%
Project							
Actual							

Submitted By J. Trull

Revisions: Original