

Remington Product Proposal

Date 05/16/04PP# **2005-15**

Page 2

Brief Description: Model 700 SPS STAINLESS

Market Overview: Ruger, Weatherby and now Tikka are making serious in-roads with a value priced stainless steel rifle offering. This will be new ground for Remington with a value priced offering, yet maintain a "halo" product with the new M700 XCR line.

Volumes	SKU Description	National Accounts	Domestic Agencies	Int'l	Canada	Law Enf.	1st Yr Total
	27263 243 Win		3000				3000
	27265 7mm-08 Rem		2250			0	2250
	27267 270 Win		3500				3500
	27269 30-06 Sprg		3500				3500
	27271 7mm Rem Mag		2500				2500
	27273 300 Win Mag		2500				2500
		0	17250	0	0	0	17250

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
SA LA	450 \$	402 \$	40 \$	362	206 \$	156	43%
Magnum	470 \$	420 \$	42 \$	378	206 \$	172	46%

Submitted By J. TrullRevisions: Original