

## Remington Product Proposal

Date 03/23/04PP# 2005-05

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Brief Description: M1100 12/30 Sporting DL

Market Overview: Intended to compete with the Beretta 391 Sporting and the  
Browning Gold Sporting, both of which have a suggested  
retail price in excess of \$1600.

Volumes	SKU Description	National Accounts	Domestic Agencies	Int'l	Canada	Law Enf.	1st Yr Total
	26919 M1100 12/30 Sporting DL		750			0	750
							0
							0
							0
							0
		0	750	0	0	0	750

Volumes	SKU Description	2nd Yr	3rd Yr	4th Yr	5th Yr
	26919 M1100 12/30 Sporting DL				
	0	750	500	500	500
	0				
	0				
	0				
	0				

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Target	1049	\$ 938	\$ 94	\$ 844	500	\$ 344	41%
Project							
Actual							

Submitted By J Fink

Revisions: \_\_\_\_\_

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