

## Remington Product Proposal

Date 04/01/04PP# **2004-01**

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Brief Description: New Gas Autoloading Shotgun, Model 105 CTI, REV 5

Market Overview: Beretta Group (Beretta and Benelli) and Browning have gained dominant market share in autoloading shotguns as a result of perceived high-performance products that are newer and "higher tech". Remington's share has declined steadily in recent years. To regain share in the category a new autoloader is needed that is the new standard in performance, weight, balance, recoil attenuation and consumer appeal.

Volumes		National	Domestic			Law	1st Yr
SKU	Description	Accounts	Agencies	Int'l	Canada	Enf.	Total
TBD	New Gas Autoloading Shotgun, Model 105 CTI, REV 5	15000		0		0	15000
							0
							0
							0
							0
		15000	0	0	0	0	15000

Volumes		2nd Yr	3rd Yr	4th Yr	5th Yr
SKU	Description				
TBD	New Gas Autoloading Shotgun, Model 105 CTI, REV 5	15000	20000	25000	
0					
0					
0					
0					
0					

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Target	749	\$ 669	\$ 67	\$ 602	405	\$ 197	33%
Project							
Actual							

Submitted By Ed Schoppman 4/18/02Revisions: REV 1, added wrist diameter to stock dimensionsREV 2, 7/11/02 fixed typo in NPP number. It should read "NPP-2004-01"REV 3, 9/10/03, Added Material, cosmetic callouts, and references to addendum documents #1, #2 & #3REV 4, 10/09/03, Added more specific functionality callout and cleaning scheduleREV 5, 4/01/04, Name change from 2100 to 105 Cti, Barrel design to 1 piece steel barrel, Marble fiber optic front bead, over bore barrel and lengthened forcing cone