

Remington Product Proposal

Date 03/31/04

PP# 2004-61

Page 2

Brief Description: 700 VS SF New Offerings

Market Overview: The Model 700 VSSF has essentially remained unchanged since 1998. Volumes have dwindled over the past few years. It is time for the category to undergo a face lift. It is imperative that these guns not only look good, but close attention must be paid to the trigger pull weight and insuring that the accuracy is top notch. Please note that these new skus will replace RAMAC's 29743, 29745, and 29741

Volumes		National	Domestic			Law	1st Yr
SKU	Description	Accounts	Agencies	Int'l	Canada	Enf.	Total
26333	204 Ruger		1500				1500
26337	223 Rem		1500			0	1500
26339	220 Swift		1000				1000
26335	22-250 Rem		2000				2000
							0
							0
		0	6000	0	0	0	6000

Volumes		2nd Yr	3rd Yr	4th Yr	5th Yr
SKU	Description				
26333	204 Ruger	1500	1500		
26337	223 Rem	1500	1500		
26339	220 Swift	1000	1000		
26335	22-250 Rem	2000	2000		

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Target	769	\$ 687	\$ 69	\$ 619	300	\$ 319	52%
Project							
Actual							

Submitted By J. Trull

Revisions: Original