

Remington Product Proposal

Date 04/02/04PP# **2004-62**

Page 2

Brief Description: Model 700 VSF (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 29701, 29703, 29705, 27548(LH), 27549(LH), 27551(LH).

Volumes	SKU Description	National Accounts	Domestic Agencies	Int'l	Canada	Law Enf.	1st Yr Total
	27257 22-250 Rem		1500				1500
	27259 223 Rem		1000			0	1000
	27261 308 Win		1750				1750
	27275 22-250 Rem LH		500				500
	27277 223 Rem LH		500				500
	27279 308 Win LH		500				500
		0	5750	0	0	0	5750

Volumes	SKU Description	2nd Yr	3rd Yr	4th Yr	5th Yr
	27257 22-250 Rem				
	27259 223 Rem				
	27261 308 Win				
	27275 22-250 Rem LH				
	27277 223 Rem LH				
	27279 308 Win LH				

Unit Pricing (RH)	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Target	699 \$	625 \$	62 \$	562	263 \$	299	53%
Project							
Actual							

Unit Pricing (LH)	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Target	719 \$	643 \$	64 \$	578	271 \$	307	53%
Project							
Actual							

Submitted By J. TrullRevisions: Original