

Remington Product Proposal

Date 12/02/04NPP# **2005-ML4****RAMAC 25657**

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Brief Description: 700P STAINLESS LTR .308 WINSite Assignment: ☒ ILION ☐ MAYFIELD ☐ R & DCategory: ☐ SHOTGUNS ☒ CENTERFIRE ☐ RIMFIRE ☐ ACCESSORYDist Channel: ☐ DOMESTIC☐ INTERNATIONAL☐ AGENCY☒ LAW ENFORCEMENT☐ NTL ACCOUNTSSales Type: ☐ CATALOG ☐ SPRING ☐ WINTER ☐ SHOW☒ CUSTOMER SPECIAL TOWN POLICEExpected Ship Date Mar-05Product Description ☒ NEW☐ REPEAT☐ MODIFYnotes: STANDARD LTROLD STYLE SAFETY/NO COMMERCIAL BOLT-LOCK SAFETY

Product Specs

Model: 700P LTRHand: RTCal/Gage .308 WINStock Material ☐ WOOD ☒ SYNTHETIC ☐ LAMINATEType/Color: STD LTRStock Finish ☐ HIGH GLOSS ☐ MATTE ☐ CAMO ☒ OTHERSTANDARD HS AS ON CURRENT LTRReceiver Material ☒ STAINLESS ☐ CARBON ☐ STANDARDReceiver Finish ☐ GLOSS ☐ SATIN ☒ BLAST ☐ BLACK OX ☒ PARKERIZED ☐ CAMOBarrel Material ☒ STAINLESS ☐ CARBON ☐ STANDARDBarrel Finish ☐ GLOSS ☐ SATIN ☒ BLAST ☐ BLACK OX ☒ PARKERIZED ☐ CAMOBarrel Profile STD LTR ☒ FLUTED ☐ PORTEDBarrel Length 20" Twist Rate 1:12"Choke/s ☐ FLUSH ☐ EXTENDEDBolt Finish ☒ CHROMED ☐ JEWELLED ☐ BLUED ☐ OTHERChecking STDRecoil Pad/Butt Plt: STDDrop at Comb STDDrop at Heel STDLength of Pull STDSwivels STD LTRRear Sight NONEFront Sight NONEBases N/ARings N/AScope N/ASpecial Ser # N/ASpecial Markings STD LTR MARKINGS AND LOCATIONS/STAINLESS

Laser Engraving N/A
Special Packaging N/A
Accuracy Specs. 3 shot: STD LTR 4 shot: STD LTR 5 shot: STD LTR

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Brief Description: 700P STAINLESS LTR .308 WIN

Market Overview: For LE applications.

Volumes	SKU Description	National Accounts	Domestic Agencies	Int'l	Canada	Law Enf.	1st Yr Total
	TBD 700P STAINLESS LTR .308 WIN						
		0				125	125
							0
							0
							0
							0
		0	0	0	0	125	125

Volumes	SKU Description	2nd Yr	3rd Yr	4th Yr	5th Yr
	TBD 700P LTR	125			
	0				
	0				
	0				
	0				
	0				

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Target	795	\$ 725	\$ 73	\$ 653	295.35	\$ 357	55%
Project							
Actual							

Submitted By Greg Foster

Revisions: Original

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Brief Description: 700P STAINLESS LTR .308 WIN

Key Dates & Quantities

	DATE	QTY
Forecast		
DAT		
Start T&P		
Complete T & P		
Warehouse Structures		
Catalog Decision	DONE	
Photo Sample	DONE	
Writers Shooters		
Writers Display	DONE	
Sales Shooters		
Sales Display	DONE	
Rep Samples		
Shot Show	ABOVE	
Test ammo		
Proof ammo		
Gallery ammo		

Routing

Madison Bristol, Bunting, Brueckmann, Tull, Evans, Schoppman, Foster, Roberts

Ilion Cahan, Balio, Lewis, Pernicaro, Streeter

E-Town Franz, Diaz, Murphy

M-Field

Ammo Cahan, Dwyer, Chisnall, Fink, Hanes

FIXED

Comparable Product #1 **RAMAC** **5153** **Description** **7600 SYN .30-06 Carbine (18 1/2"**

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Actual	363	\$ 331	\$ 33	\$ 298	179.47	\$ 118	40%

Comparable Product #2 **RAMAC** **5709** **Description** **700P .308 Win (To establish com**

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Actual	632	\$ 576	\$ 58	\$ 519	244.75	\$ 274	53%

Comparable Product #3 **RAMAC** **Description**

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Actual		\$ -	\$ -	\$ -		\$ -	#DIV/0!

Proposed Product Pricing **RAMAC** **TBD** **Description** **700P STAINLESS LTR .308 WIN**

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Target	548	\$ 500	\$ 50	\$ 450	219.21	\$ 231	51%

Cost Basis/Buildup

Cost Estimate Provided by R. Lewis 11/30/01 on .308 version.
Same cost estimate applied to .223 version.

" barrel)

paritive margin basis)
