

Remington Product Proposal

Date 01/04/05NPP# **2006-04**

RAMAC TBD

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Brief Description: New Generation Model 700 Varmint (Developmental)Site Assignment: ☒ ILION ☐ MAYFIELD ☒ R & DCategory: ☒ CENTERFIRE ☐ RIMFIRE ☐ ACCESSORYDist Channel: ☒ DOMESTIC ☒ INTERNATIONAL
☒ AGENCY ☐ LAW ENFORCEMENT
☐ NTL ACCOUNTSSales Type: ☐ CATALOG ☒ SPRING ☐ WINTER ☐ SHOW
☐ CUSTOMER SPECIALDelivery Info ☐ FULL QTY TO WHSE BY ☒ SHIP WITHIN THESE DATES 10/01/05-01/31/06
☐ MULTIPLE P.O. RELEASE DATESProduct Description ☒ NEW ☐ REPEAT ☐ MODIFY

notes: Next Generation varmint rifle using new stock modeling technology.
External dimensions and geometry has been approved by Marketing
and is out for review by Jon Sundra (A-List Outdoor Writer). Stock should
use bedding block technology determined by Ilion and R&D to yield best results
given time constraints of having 6 working prototypes (.204 Ruger) by May 20th 2005.
Bedding concepts include composite bedding block with or without high
density rubber bedding pad, pillar bedding, v-block. R&D and Ilion
to determine best course of action to present to Marketing. New rifle
line should incorporate new SPL firecontrol.

Product Specs

Model: 700 VarmintHand: RT & LFTCaliber: .204 Ruger, .223 Rem, .220 Swift, 22-250 Rem, .308 WinStock Material ☐ WOOD ☒ SYNTHETIC ☐ LAMINATE Type/Color: RIM - BlackStock Finish ☐ HIGH GLOSS ☐ MATTE ☐ CAMO ☒ OTHER Black w/black spatterReceiver 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 Varmint Contour ☐ FLUTED ☐ PORTEDBarrel Length 26"Bolt Finish ☐ CHROMED ☒ JEWELLED ☐ BLUED ☐ OTHERCheckering NARecoil Pad/Butt Plt R3 or Remington Solid RubberDrop at Comb See ModelDrop at Heel See ModelLength of Pull See ModelSwivel Studs Dual front studs, single rear - must hold up to shooting w/ bi-pod.Sights NABases NARings NAScope NASpecial Ser # NASpecial Markings NALaser Engraving NASpecial Packaging NAAccuracy Specs: 3 shot MOA Max 4 shot: 5 shot:Ammunition Req. Remington Premier VarmintMag Box Standard BDL - Hinged Floorplate

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Market Overview: Varmint market is highly compartmentalized and very niche oriented. Need to introduce a line of precision rifles equipped with stocks that we can better control dimensions and capacity. New firecontrol needs to be set at 3.5lbs. Need to guarantee performance of MOA or better accuracy. Consider including target from Gehler system in box.

Volumes	SKU Description	National Accounts	Domestic Agencies	Int'l	Canada	Law Enf.	1st Yr Total
	TBD .204 Ruger		1250				1250
	TBD .223 Rem		1250			0	1250
	TBD .220 Swift		1000				1000
	TBD .22-250 Rem		1250				1250
	TBD .308 Win		750				750
							0
		0	5500	0	0	0	5500

Volumes	SKU Description	2nd Yr	3rd Yr	4th Yr	5th Yr
	TBD .204 Ruger				
	TBD				
	TBD				
	TBD				
	TBD				
	0				

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Target	769 \$	687 \$	69 \$	619	320 \$	299	48%
Project							
Actual							

Submitted By J. Trull

Revisions: Original

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Brief Description: New Generation Model 700 Varmint (Developmental)**Key Dates & Quantities**

	Date	QTY
Forecast		
DAT		
Start T&P		
Complete T & P		
Warehouse	10/01/05	25% of FCST
Structures		
Catalog Decision		
Photo Sample	07/01/05	1
Writers Shooters	05/20/05	6
Writers Display		
Sales Shooters		
Sales Display		
Rep Samples	08/01/05	50
Shot Show		
Test ammo		
Proof ammo		
Gallery ammo		

Comparable Product #1	RAMAC		Description					
Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin	
Actual		\$ -	\$ -	\$ -		\$ -	#DIV/0!	

Comparable Product #2	RAMAC		Description					
Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin	
Actual		\$ -	\$ -	\$ -		\$ -	#DIV/0!	

Comparable Product #3	RAMAC		Description					
Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin	
Actual		\$ -	\$ -	\$ -		\$ -	#DIV/0!	

Proposed Product Pricing	RAMAC		Description					
Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin	
Target		\$ -	\$ -	\$ -		\$ -	#DIV/0!	

Cost Basis/Buildup

CONFIDENTIAL