

Remington Product Proposal

Date 05/10/04

NPP# 2005-11

RAMAC See Below

Page 1

Brief Description: 700 SPS (Special Purpose Synthetic)

Site Assignment: ☒ ILION ☐ MAYFIELD ☐ R & D

Category:

☒ CENTERFIRE ☐ RIMFIRE ☐ ACCESSORYDist Channel: ☒ DOMESTIC☒ INTERNATIONAL☒ AGENCY☐ LAW ENFORCEMENT☒ NTL ACCOUNTSSales Type: ☒ CATALOG ☐ SPRING☐ WINTER ☐ SHOW☐ CUSTOMER SPECIALDelivery Info ☒ BEGIN SHIPPING BY12/1/2004 ☐ SHIP WITHIN THESE DATES☐ MULTIPLE P.O. RELEASE DATES

Should work to front load as much as possible toward the first of the year to capitalize on re-order potential.

Product Description ☒ NEW☐ REPEAT☐ MODIFY

notes: Product represents update to opening price point M700 line, to replace M700 ADL SYN line for the 2005 catalog. (Note: Wal Mart will continue to be offered their current ADL SYN sku's 27474, 27476, 27478, 27480 in 2005 although they are not cataloged). New product will incorporate new synthetic stock (project submitted), R3 Recoil pad, hinged floor plate magazine, clean barrel with current ADL SYN finish. Product should be shipped with CA DOJ lock No ISS. Trigger pull set at assembly - 4.5lbs - 5.5lbs.
Note: RAMAC 27331 should be reconfigured for 2005 to include new stock & R3.

Product Specs

Model: 700 SPS

Hand: RT

Caliber: See Below

Stock Material ☐ WOOD ☒ SYNTHETIC ☐ LAMINATE Type/Color: New Design - BlackStock Finish ☐ HIGH GLOSS ☒ MATTE ☐ CAMO ☐ OTHERReceiver 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 & Magnum ☐ FLUTED ☐ PORTED

Barrel Length 24" STD 26" Magnum

Bolt Finish ☐ CHROMED ☐ JEWELLED ☒ BLUED ☐ OTHER Same as ADL SYN

Checkering See New Stock

Recoil Pad/Bull Plt R3 Recoil pad

Drop at Comb STD M700 SYN

Drop at Heel STD M700 SYN

Length of Pull STD M700 SYN

Swivels STD M700 SYN

Sights None - Clean Barrel

Bases None

Rings None

Scope NA
Special Ser # NA
Special Markings NA
Laser Engraving NA
Special Packaging NA
Accuracy Specs. 3 shot: STD 4 shot: STD 5 shot: STD
Ammunition Req. Standard gallery
Mag Box BDL style for appropriate calibers

Remington Product Proposal

Date 05/10/04

PP# **2005-11**

Page 2

Brief Description: 700 SPS (Special Purpose Synthetic)

Market Overview: The Model 700 ADL SYN has outlived its useful life from a competitive perspective. Better featured products priced competitively with the Model 700 ADL SYN have made inroads toward eroding the Remington's market share in this category. This product is intended to compete with the Weatherby Vanguard, Tikka T3, Howa, and Savage.

Volumes	SKU Description	National Accounts	Domestic Agencies	Int'l	Canada	Law Enf.	1st Yr Total
	27349 204 Ruger	0	2500			0	2500
	27351 223 Rem	0	3000			0	3000
	27353 22-250 Rem	0	3000			0	3000
	27355 243 Win	0	5000			0	5000
	27357 7mm-08 Rem	0	2500			0	2500
	27359 308 Win	0	2500			0	2500
	27361 270 Win	0	5500			0	5500
	27363 30-06 Sprg	0	5500			0	5500
	27331 270 WSM	0	2500			0	2500
	27333 300 WSM	0	2000			0	2000
	27385 7mm Rem Mag	0	3000			0	3000
	27387 300 Win Mag	0	1500			0	1500
	27389 300 Rem Ultra Mag	0	1500			0	1500
		0				0	0
		0	40000	0	0	0	40000

STD Calibers	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Target	380 \$	340 \$	34	\$ 306	167 \$	139	45%
Project							
Actual							

Magnum Calibers	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Target	400 \$	358 \$	36	\$ 322	180 \$	142	44%
Project							
Actual							

Ultra Magnum	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Target	410 \$	366 \$	37	\$ 330	180 \$	150	45%
Project							
Actual							

Submitted By J. Trull

Revisions: Original

Remington Product ProposalDate 05/10/04PP# **2005-11**

Page 3

Brief Description: 700 SPS (Special Purpose Synthetic)**Key Dates & Quantities**

	Date	QTY
Forecast	05/13/04	30000
DAT		
Start T&P		
Complete T & P		
Warehouse	See above	
Structures		
Catalog Decision	07/01/04	
Photo Sample	09/15/04	1
Writers Shooters	09/15/04	
Writers Display		
Sales Shooters		
Sales Display		
Rep Samples		
Shot Show		
Test ammo		
Proof ammo		
Gallery ammo		

Comparable Product #1 **RAMAC** 27480 **Description** 700 ADL SYN 7mm Rem Mag

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Actual	395	\$ 353	\$ 35	\$ 318	168	\$ 150	47%

Comparable Product #2 **RAMAC** 27331 **Description** 700 SPS 270 WSM

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Actual	405	\$ 362	\$ 36	\$ 326	180	\$ 146	45%

Comparable Product #3 **RAMAC** 27476 **Description** 700 ADL SYN 270 WIN

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Actual	375	\$ 335	\$ 34	\$ 302	157	\$ 145	48%

S/A L/A Product Pricing **RAMAC** See NPP **Description** 700 SPS (S/A - L/A STD Calibers)

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Target	380	\$ 340	\$ 34	\$ 306	167	\$ 139	45%

Magnum Product Pricing **RAMAC** See NPP **Description** 700 SPS (Magnum Calibers)

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Target	400	\$ 358	\$ 36	\$ 322	180	\$ 142	44%

Cost Basis/Buildup

7476	157
LESS STOCK	-9.47
NEW STOCK W/R3	12.41
LESS SIGHTS	-5.17
ADD FLOORPLATE	.12
TOTAL	166.77

CONFIDENTIAL