

Remington Product Proposal

Date 05/16/04NPP# **2005-15**

RAMAC

See Below Page 1

Brief Description: Model 700 SPS STAINLESSSite 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 DATESProduct Description ☒ NEW☐ REPEAT☐ MODIFY

notes: Continuing the strategy of the SPS line with a stainless steel version. Features same stock as SPS blued gun (R3, hinged floorplate, new stock design) with stainless steel barreled action & matching floorplate (same as current BDL SS). Barreled action should have a basic blast finish rather than the costly satin finish on the current BDL SS line.

Product Specs

Model: 700 SPS StainlessHand: RTCaliber: See BelowStock Material ☐ WOOD ☒ SYNTHETIC ☐ LAMINATEType/Color: Black SPSStock 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 ☐ PORTEDBarrel Length 24" SA/LA; 26" MagnumBolt Finish ☐ CHROMED ☐ JEWELLED ☐ BLUED ☒ OTHER Bead blast finishCheckering: SPSRecoil Pad/Butt Plt R3Drop at Comb SPSDrop at Heel SPSLength of Pull SPSSwivels SPSSights None - Clean barrelBases NARings NAScope NASpecial Ser # NASpecial 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 SS style w/ hinged floorplate

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Brief Description: Model 700 SPS STAINLESS

Market Overview: Ruger, Weatherby and now Tikka are making serious in-roads with a value priced stainless steel rifle offering. This will be new ground for Remington with a value priced offering, yet maintain a "halo" product with the new M700 XCR line.

Volumes	SKU Description	National Accounts	Domestic Agencies	Int'l	Canada	Law Enf.	1st Yr Total
	27263 243 Win		3000				3000
	27265 7mm-08 Rem		2250			0	2250
	27267 270 Win		3500				3500
	27269 30-06 Sprg		3500				3500
	27271 7mm Rem Mag		2500				2500
	27273 300 Win Mag		2500				2500
		0	17250	0	0	0	17250

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
SA LA	450 \$	402 \$	40 \$	362	206 \$	156	43%
Magnum	470 \$	420 \$	42 \$	378	206 \$	172	46%

Submitted By J. Trull

Revisions: Original

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Brief Description: **Model 700 SPS STAINLESS****Key Dates & Quantities**

	Date	QTY
Forecast	05/16/04	13250
DAT		
Start T&P		
Complete T & P		
Warehouse	See Above	
Structures		
Catalog Decision		
Photo Sample	09/15/04	1
Writers Shooters	09/15/04	5
Writers Display	09/15/04	1
Sales Shooters	Writers	
Sales Display	Writers	
Rep Samples	11/15/04	50
Shot Show	12/15/04	3
Test ammo		
Proof ammo		
Gallery ammo		

Comparable Product #1 **RAMAC** 29692 **Description** 700 BDL SS 7mm Rem Mag

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Actual	596	\$ 533	\$ 53	\$ 479	207	\$ 272	57%

Comparable Product #2 **RAMAC** 27480 **Description** 700 ADL SYN 7mm Rem Mag

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Actual	375	\$ 335	\$ 34	\$ 302	168	\$ 134	44%

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

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

Proposed Product Pricing **RAMAC** See NPP **Description** 700 SPS Stainless

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Target	470	\$ 420	\$ 42	\$ 378	206	\$ 172	46%

Cost Basis/Buildup

9692	207
Less Stock	-13
New Stock	12.55
	206.55

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