

Remington Product Proposal

Date 1.20.04

REV.1 4.20.04

NPP# **2004-44**

RAMAC **25649**

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Brief Description: 870 Express 12-23 FR CL Skyline S&FE and Bushnell Scope

Site Assignment: ☒ ILION ☐ MAYFIELD ☐ R & D

Category: ☒ SHOTGUNS ☐ CENTERFIRE ☐ RIMFIRE ☐ ACCESSORY

Dist Channel: ☒ DOMESTIC

☐ INTERNATIONAL

☐ AGENCY

☐ LAW ENFORCEMENT

☐ NTL ACCOUNTS

Sales Type: ☐ CATALOG ☐ SPRING ☐ WINTER ☒ SHOW

☒ CUSTOMER SPECIAL Jerry's Sport Center

Expected Ship Date 6.01.04

Product Description ☒ NEW

☐ REPEAT

☐ MODIFY

notes: 870 Express 12-23 FR CL with Skyline Excel Stock and

Fore End, Bushnell Banner 1.75 - 4 x 32mm (Bushnell SKU 71-1436)

Scope to be mounted and bore sighted

Scope Quote-\$45.75

Product Specs

Model: 870 Express

Hand: RH

Cal/Gage 12 Gauge

Stock Material ☐ WOOD ☒ SYNTHETIC ☐ LAMINATE

Type/Col: Monte Carlo Stock

Stock Finish ☐ HIGH GLOSS ☐ MATTE ☒ CAMO ☐ OTHER

Skyline Excel

Receiver Material ☐ STAINLESS ☒ CARBON ☐ STANDARD

Receiver Finish ☐ GLOSS ☐ SATIN ☒ BLAST ☒ BLACK OX ☐ PARKERIZED ☐ CAMO

Barrel Material ☐ STAINLESS ☒ CARBON ☐ STANDARD

Barrel Finish ☐ GLOSS ☐ SATIN ☒ BLAST ☒ BLACK OX ☐ PARKERIZED ☐ CAMO

Barrel Profile Standard 23" FR CL ☐ FLUTED ☐ PORTED

Barrel Length 23"

Choke/s ☐ FLUSH ☐ EXTENDED Fully Rifled

Bolt Finish ☐ CHROMED ☐ JEWELLED ☐ BLUED ☒ OTHER Black Oxide

Checkering Std Synthetic Camo

Recoil Pad/Butt Pl: Std Synthetic Camo Monte Carlo

Drop at Comb Std Synthetic Camo Monte Carlo

Drop at Heel Std Synthetic Camo

Length of Pull Std Synthetic Camo

Swivels Yes

Sights NA

Bases Cantilever

Rings Ring Set F200292

Scope Bushnell Banner 1.75 - 4 x 32mm (Bushnell SKU 71-1436)

Special Ser # NA

Special Markings NA

Laser Engraving NA

Special Packaging Insert to fit mounted/bore sighted scope

Accuracy Specs. 3 shot: 4 shot: 5 shot:

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Brief Description: 870 Express 12-23 FR CL Skyline S&FE and Bushnell Scope

Market Overview: Customer Special for Jerry's Sport Center

Volumes	National	Domestic	Law	1st Yr
SKU Description	Accounts	Agencies	Enf.	Total
5649 870 Express 12-23 FR CL Skyline S&FE and Bushnell Scope		500	0	500
				0
				0
				0
				0
	0	500	0	0
			0	500

Volumes	2nd Yr	3rd Yr	4th Yr	5th Yr
SKU Description				
5649 870 Express 12-23 FR CL Skyline S&FE and Bushnell Scope				
0				
0				
0				
0				
0				

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Target	399	\$ 357	\$ 36	\$ 321	\$244.12	\$ 77	24%
Project							
Actual							

Submitted By J Fink

Revisions: Revised to include Monte Carlo stock and swivel stud/mag cap.

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Brief Description: **870 Express 12-23 FR CL Skyline S&FE and Bushnell Scope**

Key Dates & Quantities

	DATE	QTY
Forecast	1.19.04	500
DAT		
Start T&P		
Complete T & P		
Warehouse	7.1.04	500
Structures		
Catalog Decision		
Photo Sample		
Writers Shooters		
Writers Display		
Sales Shooters		
Sales Display		
Rep Samples		
Shot Show		
Test ammo		
Proof ammo		
Gallery ammo		

Comparable Product #1		RAMAC		24946	Description	870 SPS 12/23" CL FR			
Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin		
Actual	435	\$ 389	\$ 39	\$ 350	\$185.24	\$ 165	47%		
Comparable Product #2		RAMAC		25651	Description	870 EXP Combo w/ Skyline S&F 2			
Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin		
Actual	399	\$ 357	\$ 36	\$ 321	\$239.37	\$ 82	25%		
Proposed Product Pricing		RAMAC		25649	Description	870 EXP Combo w/ Skyline S&F 1			
Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin		
Actual	399	\$ 357	\$ 36	\$ 321	\$244.12	\$ 77	24%		

Cost Basis/Buildup

Cost based on 5651 less the extra barrel plus cost of scope and rings

5651	\$ 239.37
12/21" BBL	\$ (46.50)
Scope	\$ 45.75
Rings	\$ 5.50
Total	\$ 244.12

13" FR, 21" RC-T

2/23 FR CL Scoped

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