

Remington Product Proposal

Date 03/31/04NPP# **2004-61**

RAMAC See Below

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Brief Description: 700 VS SF New OfferingsSite Assignment: ☒ ILION ☐ MAYFIELD ☐ R & D

Category:

☒ CENTERFIRE ☐ RIMFIRE ☒ ACCESSORYDist Channel: ☒ DOMESTIC☒ INTERNATIONAL☒ AGENCY☐ LAW ENFORCEMENT☐ NTL ACCOUNTSSales Type: ☐ CATALOG ☒ SPRING☐ WINTER ☒ SHOW☐ CUSTOMER SPECIALExpected Ship Date 11/15/04Product Description ☒ NEW☐ REPEAT☐ MODIFYnotes: Updating M700 VSSF Line for 2005 Spring Gun Program.New offerings will feature new H.S. Precision varmint stock (Trull has sample) and black powder coat in the fluting (same as EtronX process). Trigger pull to be set at assembly at 4.5lb target pull weight.H.S. has agreed that the new stock will not cost more than the current stock.Product SpecsModel: 700 VS SFHand: RTCaliber: .204 Ruger, .223 Rem, 220 Swift, 22-250 RemStock Material ☐ WOOD☒ SYNTHETIC☐ LAMINATEType/Color: Black w/ Green WebStock Finish ☐ HIGH GLOSS☐ MATTE☐ CAMO☒ OTHER

See sample

Receiver 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 Fluted w/ Powder Coat☒ FLUTED☐ PORTEDBarrel Length 26"Bolt Finish ☐ CHROMED☒ JEWELLED☐ BLUED☐ OTHERCheckering: NARecoil Pad/Butt Plt STD VS SFDrop at Comb STD VS SFDrop at Heel STD VS SFLength of Pull STD VS SFSwivels 2 Front Studs, 1 rear stud like M700 PoliceSights NABases NARings NAScope NASpecial Ser # NASpecial Markings NA

Laser Engraving NA

Special Packaging NA

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

Ammunition Req. Standard Gallery for Varmint

Mag Box Hinged floorplate, same as RAMAC 29745

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Market Overview: The Model 700 VSSF has essentially remained unchanged since 1998. Volumes have dwindled over the past few years. It is time for the category to undergo a face lift. It is imperative that these guns not only look good, but close attention must be paid to the trigger pull weight and insuring that the accuracy is top notch. Please note that these new skus will replace RAMAC's 29743, 29745, and 29741

Volumes	National	Domestic			Law	1st Yr
SKU Description	Accounts	Agencies	Int'l	Canada	Enf.	Total
26333 204 Ruger		1500				1500
26337 223 Rem		1500			0	1500
26339 220 Swift		1000				1000
26335 22-250 Rem		2000				2000
0						0
0						0
	0	6000	0	0	0	6000

Volumes	2nd Yr	3rd Yr	4th Yr	5th Yr
SKU Description				
26333 204 Ruger	1500	1500		
26337 223 Rem	1500	1500		
26339 220 Swift	1000	1000		
26335 22-250 Rem	2000	2000		
0				
0				

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Target	769 \$	687 \$	69 \$	619	300 \$	319	52%
Project							
Actual							

Submitted By J. Trull

Revisions: Original

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Key Dates & Quantities

	Date	QTY
Forecast	04/12/04	6000
DAT		
Start T&P		
Complete T & P		
Warehouse	10/15/04	3000
Structures		
Catalog Decision		
Photo Sample	06/01/04	1
Writers Shooters	09/15/04	2
Writers Display	09/15/04	1
Sales Shooters		
Sales Display		
Rep Samples		
Shot Show		
Test ammo		
Proof ammo		
Gallery ammo		

Comparable Product #1

	RAMAC	29743	Description	700 VS SF
Unit Pricing	MSP	Invoice	FET	RemCash
Actual	732	\$ 654	\$ 85	\$ 589
				cost
				291

Comparable Product #2

	RAMAC	29701	Description	700 VS .22
Unit Pricing	MSP	Invoice	FET	RemCash
Actual	608	\$ 543	\$ 54	\$ 489
				cost
				260

Comparable Product #3

	RAMAC	Description
Unit Pricing	MSP	Invoice
Actual	\$ -	\$ -
		FET
		\$ -
		RemCash
		\$ -
		cost
		-

Proposed Product Pricing

	RAMAC	See NPP	Description	700 VS SF
Unit Pricing	MSP	Invoice	FET	RemCash
Target	769	\$ 687	\$ 69	\$ 619
				cost
				300

Cost Basis/Buildup

	9745	291
Black Fluting		9
Total		300

22-250 Rem

\$Margin	%Margin
\$ 298	51%

2-250 Rem

\$Margin	%Margin
\$ 229	47%

\$Margin	%Margin
\$ -	#DIV/0!

(New Version)

\$Margin	%Margin
\$ 319	52%