

SUBDIVISION #3 - MODEL XP-100 7MM-08 CALIBER
1ST YEAR ESTIMATED SALES AND UNIT PRETAX EARNINGS
(1980 COST, VOLUME & PRICES)

XP-100 PRODUCT LINE BEFORE

221 FIREBALL
CALIBER

QUANTITY	5395
RETAIL SELLING	\$ 253.91
NET SELLING	\$ 136.17
PRETAX EARNINGS	\$ 28.66
% OF NET SELLING	21.1 %

XP-100 PRODUCT LINE AFTER

WITH SIGHTS

WITHOUT SIGHTS

221 FIREBALL
CALIBER

7MM-08
CALIBER

COMBINED
AVERAGE

221 FIREBALL
CALIBER

7MM-08
CALIBER

COMBINED
AVERAGE

QUANTITY	5395	1500	6895	5395	1500	6895
RETAIL SELLING	\$ 253.91	\$ 348.95	\$ 274.59	\$ 253.91	\$ 311.20	\$ 266.37
NET SELLING	\$ 136.17	\$ 187.14	\$ 147.26	\$ 136.17	\$ 166.90	\$ 142.86
PRETAX EARNINGS	\$ 28.66	\$ 29.98	\$ 28.95	\$ 28.66	\$ 58.63	\$ 35.18
% OF NET SELLING	21.1 %	16.0 %	19.7 %	21.1 %	35.1 %	24.6 %

S.M. Morris
4-6-79