

REVISED

MINUTE #15 - 1964

TABLE 1

ECONOMICS FOR OPTIONAL MARKETING MODELS 870 TB, 870 TC
AND 1100 TB WITH MONTE CARLO STOCK

| | <u>Present Line Combined Average</u> | <u>Proposed Line Combined Average</u> |
|----------------------------------|--|---|
| Retail Selling Price | \$ 196.23 | \$ 199.38 |
| Net Selling Price | \$ 105.71 | \$ 107.41 |
| Estimated Sales Volume | 2,500 | 2,750 |
| Net Increase in Sales Volume | -- | 250 |
| <u>Full (Book) Cost Data</u> | | |
| Unit Cost of Goods | \$ 81.14 | \$ 81.28 |
| Unit Oper. Earnings | \$ 24.57 | \$ 26.13 |
| % of Net Selling | 23.2% | 24.3% |
| <u>Cash Cost Data (Result)</u> | | |
| Sales | | \$ 31,100.00 |
| Cost to Sales | | \$ 12,540.00 |
| Total Operating Earnings | | \$ 18,560.00 |
| Total Net Earnings | | \$ 9,020.00 |
| <u>Investment</u> | | |
| Permanent Investment | | -- |
| Working Capital | | \$ 10,700.00 |
| Total Capital Required | | \$ 10,700.00 |
| % Return on Total Investment | | * 84.3% |
| Other Project Costs (Operations) | | \$ 3,300.00 |

* Revised Sept. 18, 1964 based on vendor quoted price for the Stock blank.

WIL00975