

TABLE 1

MODEL 600, 350 REMINGTON MAGNUM
REVISED ESTIMATED FACTORY COSTS AND ECONOMICS

RETAIL PRICE	\$	144.95	
NET SELLING	\$	78.10	
ESTIMATED SALES		1200	
ESTIMATED INCREASED SALES		1200	
<u>FULL COST DATA</u>			
UNIT FACTORY COST	\$	55.16	
UNIT SELLING, ADMIN., RESEARCH	\$	<u>10.54</u>	
	\$	65.70	
UNIT OPERATIVE EARNINGS	\$	12.40	
% of NET SALES		*15.9%	(6/2/64 16.2%)
<u>CASH COST DATA</u>			
SALES	\$	93,720	
COST OF SALES	\$	49,760	
OPERATIVE EARNINGS	\$	43,960	
<u>INVESTMENT</u>			
PERMANENT	\$	700	
WORKING CAPITAL	\$	<u>48,100</u>	
TOTAL CAPITAL REQUIRED	\$	48,800	
% RETURN ON INVESTMENT		43.8%	(6/2/64 - 53%)
% RETURN ON INVESTMENT INCLUDING DEVELOPMENT & OPERATING CHARGES		23.3%	

BREAK EVEN SALE OF 1196 RIFLES

* Compares with 9.4% for caliber 308, Model 600