

TABLE 1

ESTIMATED FACTORY COST AND EARNINGS
MODEL 1100 DEER GUN
12 GAUGE 22" OR 24" RIPLE SIGHT BARREL
MAGNUM TYPE STOCK WITH RECOIL PAD

RETAIL SECLING PRICE	\$	169.95
NET SELLING PRICE	\$	91.60
estimated sales Volume		750
net increase in sales		750
FULL COST DATA	_	
UNIT FACTORY COST	ş	56.51
UNIT SELL., ADMIN., RESEARCH	\$	12.92
White Market Market and the second second second Market and the second s	Ş	69.43
UNIT OPER. EARNINGS	s	22.17
%.OF NET SELLING	*	24.2%
		2112,0
CASH COST DATA		
SALES DE LESTE	\$6	8,700
COST OF SALES		2,220
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TOTAL OPER. EARNINGS	\$3	6,480
TOTAL NET EARNINGS	\$1	7,680
300		
INVESTMENT		
PERMANENT WORKING CAPITAL		-
TOTAL CAPITAL REQUIRED		2,400
	\$3 .	2,400
% RETURN ON TOTAL CAPITAL		54.6%
* REIORN ON TOTAL CAPITAL		34,0%
OTHER PROJECT COSTS	\$	2,400
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+ COMPANIES STORY 22 ON BOD WIN MONTE STORY	ĞRAD	
* COMPARES WITH 23.0% FOR THE MODEL 1200 FIELD	GRAD	E
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