

TABLE 1

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

RETAIL SELLING PRICE	\$ 169.95
NET SELLING PRICE	\$ 91.60
ESTIMATED SALES VOLUME	750
NET INCREASE IN SALES	750
<u>FULL COST DATA</u>	
UNIT FACTORY COST	\$ 56.51
UNIT SELL., ADMIN., RESEARCH	\$ 12.92
	\$ 69.43
UNIT OPER. EARNINGS	\$ 22.17
% OF NET SELLING	* 24.2%
<u>CASH COST DATA</u>	
SALES	\$68,700
COST OF SALES	\$32,220
TOTAL OPER. EARNINGS	\$36,480
TOTAL NET EARNINGS	\$17,680
<u>INVESTMENT</u>	
PERMANENT WORKING CAPITAL	-
TOTAL CAPITAL REQUIRED	\$32,400
	\$32,400
% RETURN ON TOTAL CAPITAL	54.6%
OTHER PROJECT COSTS	\$ 2,400

\* COMPARES WITH 23.0% FOR THE MODEL 1100 FIELD GRADE