

ESTIMATE TO MERCHANDISE MODEL 11-48, 12 & 20 GAUGE
PLAIN BARREL AUTOLOADING SHOTGUNS UNDER A BRAND NAME

THIRD YEAR 1971

Estimated Annual Volume	12,000	(Net increase in sales volume)
Retail Selling Price	\$134.95	
Net Selling Price	\$ 72.78	

FULL COST DATA

Unit Cost	\$ 59.36
Operative Earnings	\$ 13.42
% of Net Selling	18.4%

CASH COST DATA

Sales	\$ 873,360
Cost of Sales	\$ 502,070
Operative Earnings	\$ 371,290
Net Earnings	\$ 179,940

INVESTMENT

Permanent Investment	\$ 108,900
Working Capital	\$ 514,400
Total Capital Required	\$ 623,300

Return on Investment

Position A & B Total Capital	28.9%
Position C Investment plus Operating Charges of \$36,100	27.3%