

ESTIMATED COSTS AND ECONOMICS
MODEL 700 BDL, 17/223 REMINGTON CALIBER
STAINLESS STEEL BARREL - REGULAR BUTT PLATE

	PROPOSED M/700 BDL 17/223 REM. CAL.	COMPARISON PRESENT M/700 BDL 22-250 CAL.
RETAIL SELLING PRICE	\$ 169.95	\$ 154.95
NET SELLING	\$ 91.00	\$ 82.97
FACTORY COST	\$ 54.76	\$ 51.27
SELLING & ADMIN. RESEARCH	\$ 9.92	\$ 9.05
TOTAL COST	\$ 64.68	\$ 60.32
OPER. EARNINGS	\$ 26.32	\$ 22.65
% NET SELLING	28.9%	27.3%

CASH COSTS

ESTIMATED ANNUAL SALES VOLUME	2500
NET INCREASE IN SALES VOLUME	2500
NET SALES	\$227,500
FACTORY COST	\$110,520
OPERATIVE EARNINGS	\$116,980
LESS 5.8% & 4.3%	\$ 64,860
NET EARNINGS	\$ 52,120

INVESTMENT

CONSTRUCTION	0
WORKING CAPITAL	\$125,800
RETURN ON TOTAL EXPENDITURE	38.5%
RETURN ON INVESTMENT	41.4%

PROJECT COSTS

DEVELOPMENT	\$ 1,100
CAPITAL	0
OPERATIONS	\$ 15,200
TOTAL	\$ 16,300