

THE 3200 SHOTGUN  
REVISED PROJECT ECONOMICS INCLUDING 1 OF 1000 HI-GRADE  
AND "TB" GRADE (PRICED TO MAINTAIN SAME PROFIT AS  
REGULAR TRAP) - CURRENT ESTIMATED EXPENDITURES

	<u>ESTIMATED FULL FACTORY COSTS</u>			
	REGULAR SKEET & FIELD	1 OF 1000 HI-GRADE TRAP	PROPOSED "TB" GRADE	COMBINED AVERAGE
RETAIL SELLING PRICE	\$460.00	\$975.00	\$580.00	\$546.33
NET SELLING PRICE	244.21	517.00	307.93	290.01
UNIT FACTORY COST	148.99	235.50	179.73	168.08
UNIT SELLING & ADMIN.	22.71	48.14	28.64	26.98
UNIT RESEARCH	5.86	12.42	7.39	6.96
TOTAL UNIT COST	\$177.56	\$296.06	\$215.76	\$202.02
OPER. EARNINGS	66.65	221.57	92.17	87.99
% OF NET SELLING	27.3%	42.8%	29.9%	30.3%

	<u>ESTIMATED CASH OR PROJECT RESULTS</u>			
VOLUME	7,500	1,000	6,500	15,000
NET SALES				\$4,350,750
LESS:				
FACTORY COST				2,226,400
SELLING & ADMIN.				130,560
RESEARCH				21,750
				<u>\$2,378,710</u>
OPER. EARNINGS				1,972,040
NET EARNINGS				974,190
<u>INVESTMENT</u>				
MFG. EQUIPMENT				2,135,600
POWER DISTRIBUTION				11,000
WORKING CAPITAL				<u>2,330,000</u>
TOTAL				\$4,476,600
<u>RETURN ON INVESTMENT</u>				21.8%
RETURN ON TOTAL EXPENDITURES				13.3%
<u>PROJECT EXPENDITURES</u>				
CONSTRUCTION				\$2,146,600
DEVELOPMENT				738,600
OPERATIONS				<u>2,665,600</u>
TOTAL				\$5,550,800

JHSweeney:I  
7/19/72

EXHIBIT 5