

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

	ESTIMATED FULL FACTORY COSTS			
	REGULAR SKEET & FIELD	1 OF 1000 HI-GRADE TRAP	PROPOSED "TB" GRADE	COMBINED AVERAGE
RETAIL SELLING PRICE	\$460.00	\$975.00	\$540.00	\$529.00
NET SELLING PRICE	244.21	517.00	286.69	280.80
UNIT FACTORY COST	148.99	235.50	179.73	168.08
UNIT SELLING & ADMIN.	22.71	48.14	26.66	26.12
UNIT RESEARCH	5.86	12.42	6.88	6.74
TOTAL UNIT COST	\$177.56	\$296.06	\$213.27	\$200.94
OPERATIVE EARNINGS	66.65	221.57	73.42	79.86
% OF NET SELLING	27.3%	42.8%	25.6%	28.4%

ESTIMATED CASH OR PROJECT RESULTS			
VOLUME	7,500	1,000	6,500
NET SALES			15,000
LESS:			
FACTORY COST			\$4,212,060
SELLING & ADMIN.			2,219,390
RESEARCH			126,360
			21,060
			\$2,366,810
OPERATIVE EARNINGS			1,845,250
NET EARNINGS			911,550
INVESTMENT			
MFG. EQUIPMENT			2,135,600
POWER DISTRIBUTION			11,000
WORKING CAPITAL			2,286,400
			\$4,433,000
RETURN ON INVESTMENT			20.6%
RETURN ON TOTAL EXPENDITURES			12.4%
PROJECT EXPENDITURES			
CONSTRUCTION	\$2,146,600		
DEVELOPMENT	738,600		
OPERATIONS	2,665,600		
	\$5,550,800		

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