

ESTIMATED COSTS
MODEL 540X & MODEL 40XB RIM FIRE TARGET RIFLES
PROPOSED STOCK CHANGE FOR POSITION RIFLES

	FULL FACTORY COST			
	MODEL 40XB RIM FIRE		MODEL 540X & 540X-JR	
	PRESENT	PROPOSED	PRESENT	PROPOSED
VOLUME	192	300	1030	2000
RETAIL PRICE W/O SIGHTS	\$199.95	\$240.00	\$104.95	\$125.00
NET SELLING	\$116.69	\$140.06	\$ 61.26	\$ 72.96
FACTORY COST	\$104.90	\$105.45	\$ 51.95	\$ 55.16
SELLING, ADMIN. & RESEARCH	\$ 13.65	\$ 16.39	\$ 7.17	\$ 8.54
TOTAL COST	\$118.55	\$121.84	\$ 59.12	\$ 63.70
OPERATIVE EARNINGS	(\$ 1.86)	\$ 18.22	\$ 2.14	\$ 9.26
% OF NET SELLING	(1.6%)	13.0%	3.5%	12.7%

PROJECT EXPENDITURES

OPERATIONS	\$55,250 (1)	\$48,000
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(1) This expenditure will also produce the 40XB Army National Match Course Rifle.

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