

MODEL 3200 FIELD MAGNUM SHOTGUN
WITH BARRELS FOR IRON SHOT

ESTIMATED COSTS AND ECONOMICS - THIRD YEAR (1977)
(BASED ON PROJECTED COSTS FOR 1974)

	FULL FACTORY COST	
	BEFORE LINE	AFTER LINE
VOLUME	750	1000
RETAIL PRICE	\$485.00	\$510.00
NET SELLING	\$257.48	\$270.76
FACTORY COST	\$231.60	\$234.64
SELLING, ADMIN. & RESEARCH	\$ 29.10	\$ 30.60
TOTAL COST	\$260.70	\$265.24
OPERATIVE EARNINGS	(\$3.22)	\$ 5.52
% OF NET SELLING	(1.3%)	2.0%

CASH RESULTS

VOLUME (ADDED BUSINESS)	450
NET SELLING	\$ 77,650
FACTORY COST	\$ 48,160
OPERATIVE EARNINGS	\$ 29,490
LESS 5.0% & 48%	\$ 14,920
NET EARNINGS	\$ 14,570

INVESTMENT

CONSTRUCTION THIS PROJECT	-
WORKING CAPITAL	\$ 46,300
TOTAL	\$ 46,300

RETURN ON INVESTMENT	31.5%
RETURN ON TOTAL EXPENDITURES	21.1%

PROJECT EXPENDITURES

DEVELOPMENT	-
CONSTRUCTION	-
OPERATIONS	\$30,100

JHS:I
11/14/73