

Ardessa

Pricing Strategy Cont.

Genesis Blackpowder Muzzleloader

Configuration	Volume	Margin \$	Margin %	Gross Mfg \$
Black Syn	10,000	\$50	28.5	\$500,000
Camo Syn	5,000	\$60	26.2	\$300,000
Camo Thumb	1,500	\$67	25.8	\$100,500
Lam. Syn	1,500	\$100	25.7	\$160,000
Hybrid Syn	2,000	\$57	26.0	\$114,000
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