

SUBDIVISION #3 - MODEL XP-100 7MM-08 CALIBER
1ST YEAR ESTIMATED SALES AND UNIT PRETAX EARNINGS
(1980 COST, VOLUME & REVISED PRICES)

XP-100 PRODUCT LINE BEFORE									
221 FIREBALL CALIBER									
SALES QUANTITY									5845
RETAIL SELLING									\$ 253.91
NET SELLING									\$ 136.17
PRETAX EARNINGS									\$ 28.66
% OF NET SELLING									21.1 %
XP-00 PRODUCT LINE AFTER									
221 FIREBALL 7MM-08 COMBINED CALIBER CALIBER AVERAGE									
SALES QUANTITY									5395 1500 6895
RETAIL SELLING									\$ 253.91 \$ 275.50 \$ 258.61
NET SELLING									\$ 136.17 \$ 147.75 \$ 138.69
PRETAX EARNINGS									\$ 28.66 \$ 42.34 \$ 31.64
% OF NET SELLING									21.1 % 28.7 % 22.8 %
S.M. MOREIS 5-8-79									