

SUBDIVISION #3 - M/700 SILHOUETTE RIFLE
1ST YEAR ESTIMATED SALES AND UNIT PRETAX EARNINGS
(1980 COST, PRICES & VOLUMES)

M/700 VARMINT LINE BEFORE

RDL VARMINT
SPECIAL

SALES QUANTITY	10819
RETAIL SELLING	\$ 354.75
NET SELLING	\$ 187.93
PRETAX EARNINGS	\$ 41.20
% OF NET SELLING	21.9 %

M/700 VARMINT LINE AFTER

RDL VARMINT RDL VARMINT COMBINED
SPECIAL SILHOUETTE AVERAGE

	RDL VARMINT SPECIAL	RDL VARMINT SILHOUETTE	COMBINED AVERAGE
SALES QUANTITY	10394	1700	12094
RETAIL SELLING	\$ 354.75	\$ 354.75	\$ 354.75
NET SELLING	\$ 187.93	\$ 187.93	\$ 187.93
PRETAX EARNINGS	\$ 41.20	\$ 42.18	\$ 41.34
% OF NET SELLING	21.9 %	22.4 %	22.0 %

S.H. MORRIS
5-25-79