11 x 16 1/2" 14 columns With description column

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

	M/700 VARMINT LINE BEFORE
	BDL 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		
	BDL VARMINT SPECIAL	BDL 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	$41.05	$41.18
% OF NET SELLING	21.9 %	21.8 %	21.9 %

S.M. MORRIS
7-11-79

SUB DIVISION #5

M/700 SILHOUETTE RIFLE - 1ST YEAR ESTIMATED EARNINGS AND RETURN ON INVESTMENT

(1980 COST, PRICES & VOLUMES)

(DOLLARS IN THOUSANDS)	1980 M/700 VARMINT LINE BEFORE		PROJECT RESULTS BOOK	PROJECT RESULTS INCREMENTAL		1980 M/700 VARMINT LINE AFTER
M/700 BDL VARMINT SPECIAL	10819		−425	−425		10394
M/700 VARMINT SILHOUETTE			+1700	+1700		1700
TOTAL	10819		1275	1275		12094
NET SALES	$2032		$246	$240		$2273
LESS:						
FACTORY COST	$1339		$159	$120		$1498
SELLING + ADMIN.	155		18	7		173
TECHNICAL EXPENSE	30		4	1		34
DISTRIBUTION EXPENSE	43		5	3		48
TOTAL COST	$1567		$186	$131		$1753
PRE TAX EARNINGS	$466		$54	$109		$520
PRE TAX EARNINGS ADJUSTED FOR ADMIN. EXPENSE	$446		$52	$104		$498
[illegible]ET EARNINGS	$230		$27	$54		$257
[illegible]T EARNINGS ADJ. FOR [illegible]ORT. OF INVEST. TAX CREDIT	$230		$27	$54		$257
INVESTMENT						
PROJECT EXPENDITURES			—	—		
EXSISTING FACILITIES USED DIRECTLY IN OPERATIONS	$830					$830
LLOCATED GENERAL FACILITIES	31		$4	$1		35
WORKING CAPITAL	1224		144	135		1368
TOTAL	$2085		$148	$136		$2233
RETURN ON INVESTMENT	11.0%		18.2%	39.7%		11.5%
SUPPLEMENTAL CALCULATION						
NET EARNINGS AFTER AMORTIZING (OVER 10 YEARS) OPERATION CHGS.			$26	$53		
TOTAL CAPITAL INCLUDING OPER. CHARGES LESS ADMIN. EXPENSE + TAXES			$155	$143		
RETURN ON TOTAL CAPITAL INCL. OPERATION CHARGES			16.8%	37.1%		

S.M. Morris

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11 x 16½ — 14 columns
With description column

SUBDIVISION #3 - M/700 SILHOUETTE RIFLE
3RD YEAR ESTIMATED SALES AND UNIT PRETAX EARNINGS
(1982 COST, PRICES & VOLUMES)

	M/700 VARMINT LINE BEFORE
	BDL VARMINT SPECIAL
SALES QUANTITY	12447
RETAIL SELLING	$409.95
NET SELLING	$217.17
PRETAX EARNINGS	$50.72
% OF NET SELLING	23.4 %

	M/700 VARMINT LINE AFTER		
	BDL VARMINT SPECIAL	BDL VARMINT SILHOUETTE	COMBINED AVERAGE
SALES QUANTITY	12066	1500	13566
RETAIL SELLING	$409.95	$409.95	$409.95
NET SELLING	$217.17	$217.17	$217.17
PRETAX EARNINGS	$50.72	$50.56	$50.70
% OF NET SELLING	23.4 %	23.3 %	23.4 %

S.M. MORRIS

8½ x 11 — columns With description column

SUB DIVISION #5

M/700 SILHOUETTE RIFLE - 3RD YEAR ESTIMATED EARNINGS AND RETURN ON INVESTMENT (1982 COST, PRICES & VOLUMES)

(DOLLARS IN THOUSANDS)	1982 M/700 VARMINT LINE BEFORE	PROJECT RESULTS BOOK	INCREMENTAL	1982 M/700 VARMINT LINE AFTER
M/700 BBL "VARMINT SPECIAL"	12441	- 375	- 375	12066
M/700 VARMINT SILHOUETTE		+ 1500	+ 1500	1500
TOTAL	12441	1125	1125	13566
NET SALES	$ 2702	$ 244	$ 244	$ 2946
LESS:				
FACTORY COST	$ 1740	$ 156	$ 120	$ 1896
SELLING + ADMIN.	205	19	7	224
TECHNICAL EXPENSE	41	4	1	45
DISTRIBUTION EXPENSE	57	5	3	62
TOTAL COST	$ 2043	$ 184	$ 131	$ 2227
PRE TAX EARNINGS	$ 659	$ 60	$ 113	$ 719
PRE TAX EARNINGS ADJUSTED FOR ADMIN. EXPENSE	$ 631	$ 57	$ 108	$ 688
NET EARNINGS	$ 325	$ 29	$ 56	$ 354
T EARNINGS ADJ. FOR AT. OF INVEST. TAX CREDIT	$ 325	$ 29	$ 56	$ 354
INVESTMENT				
PROJECT EXPENDITURES		—	—	
EXSISTING FACILITIES USED DIRECTLY IN OPERATIONS	$ 1232			$ 1232
LLOWCATED GENERAL FACILITIES	41	$ 4	$ 1	45
WORKING CAPITAL	1617	146	136	1763
TOTAL	$ 2890	$ 150	$ 137	$ 3040
RETURN ON INVESTMENT	11.2 %	19.3 %	40.9 %	11.6 %
SUPPLEMENTAL CALCULATION				
NET EARNINGS AFTER AMORTIZING (OVER 10 YEARS) OPERATION CHGS.		$ 29	$ 55	
TOTAL CAPITAL INCLUDING OPER. CHARGES LESS ADMIN. EXPENSE + TAXES		$ 157	$ 144	
RETURN ON TOTAL CAPITAL INCL. OPERATION CHARGES		18.5 %	38.2 %	

S.M. Heeks
7-11-79