

**MODEL 1100 AUTOLOADING SHOTGUN
20 GAUGE MAGNUM**

ADDITIONAL EARNINGS AND START-UP COSTS

	<u>Plain Barrel</u>	<u>Vent Rib Barrel</u>	<u>Total</u>
Estimated Annual Volume	400	100	500
Retail Selling Price	\$159.95	\$184.95	
Net Selling Price	86.18	99.64	
 <u>FULL COST DATA</u>			
Unit Factory Cost	\$ 64.12	\$ 69.14	
Unit Selling, Administrative and Research Cost	<u>11.64</u>	<u>12.46</u>	
Unit Cost of Goods	\$ <u>75.76</u>	\$ <u>82.60</u>	
Unit Operative Earnings	\$ 10.42	\$ 17.04	
% of Net Selling	12%	17%	
 <u>CASH COST DATA</u>			
Unit Factory Cost	\$ 45.50	\$ 49.00	
Unit Operative Earnings	\$ 40.18	\$ 50.64	
Total Operative Earnings	\$16,000	\$ 5,000	\$21,000
Total Net Earnings			\$ 9,000
 <u>Investment</u>			
Permanent Investment			\$ -
Working Capital			<u>23,000</u>
Total Capital Required			\$23,000
% Return on Total Capital Required			39%
 Other Project Costs			
Tooling			\$ 1,000

83