Table 3.

BOLT ACTION RIM FIRE [illegible]FLES

ECONOMICS OF SIMULTANTOUSLY MARKETING NYLON AND WOOD STOCKED MODELS

SELLING PRICES AND OPERATIVE EARNINGS BASED ON FULL BOOK COSTS

[illegible]resent Line	Nylon 10	Nylon 11	Nylon 12
Retail Selling Price	$ 25.75	$ 36.95	$ 39.95
Net Selling Price	14.35	20.61	22.28
Annual Volume	3500	5000	8000
Cost of Goods	$ 18.79	$ 21.02	$ 23.80
Operative Earnings	($ 4.44)	($ .41)	($ 1.52)
% of Net Selling	(31%)	(2%)	(7%)

Proposed Line	Nylon 10	Nylon 11	Nylon 12	510	511	512
Retail Selling Price	$ 25.75	$ 36.95	$ 39.95	$25.75	$36.95	$39.95
Net Selling Price	$ 14.35	$ 20.61	$ 22.28	$14.35	$20.61	$22.28
Annual Volume	1500	2500	5000	3200	6400	8400
Cost of Goods	$ 18.79	$ 21.02	$ 23.80	$13.77	$21.29	$23.47
Operative Earnings	($ 4.44)	($ .41)	($ 1.52)	($ 4.42)	(.63)	(1.19) 83
% of Net Selling	(31%)	(2%)	(7%)	(31%)	(3%)	(5%)

SALES, EARNINGS AND ESTIMATED PROJECT COSTS BASED ON CASH COST

	Nylon Only	Nylon and Wood	Difference
Estimated Annual Volume	16500	27000	10500
[illegible]et Sales	$331,000	$550,000	$219,000
Cost of Sales	237,000	391,000	154,000
Operative Earnings	$ 94,000	$159,000	$ 65,000
Net Earnings			28,000
Investment			
Permanent Investment			0
Working Capital			$111,000
Total Capital Required			$111,000
% Return on Total Capital Required			25%
Operations Charges (Tooling, Etc.)			$ 5,000
Payout Period			
Operations Charges			1 Mo.
Permanent Investment			0
Total			1 Mo.
[illegible]ite Off			
Permanent Investment			0
Tooling			0