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MODEL 700 HIGH GRADE BOLT ACTION RIFLE

ECONOMICS OF TEST MARKETING MODEL 700 HIGH GRADE RIFLE IN THE WESTERN REGION TO ESTABLISH MARKET SIZE AND ACCEPTABILITY

Rifle Specifications:

. Oil finished, hand fitted French walnut stock

. Hand checkered

Engine turned bolt
Barrel hand lapped and bedded

Choice Of: . With or without floor plate With or without sights 20,22, or 24 inch barrel

ECONOMICS BASED ON TWO ALTERNATIVE SELLING PRICES AND REGULAR (25% and 172%)
AND SPECIAL (15% and 10%) DISCOUNT TERMS

				•	MODEL 700
	MODEL 7	OO HIGH GRA	DE WITHOUT S	CHTS	BDL
	Regular	Special	Regular	Special	Regular
	Discount	Discount	Discount	Discount	Discount
	25% & 173%	15% & 10%		15% & 10%	
Estimated Annual Volume	250	250	250	250	8000
Retail Selling Price	\$ 259.95	\$ 259.95	\$ 274 95		
Net Selling Price	માંં તે	\$ 173.09		183.10	3 101.95 2 78.10
New Delland 11100	A 270.00	# 11,505 ha		4 ,520,520	Se Min't
FULL COST DATA		ැදින්වූය නි . අමුදිය විසින්	Age Tarla . 195	25°	
Unit Factory Cost	\$ 132.77	\$ 132.77	₹ 720≈3770	\$ 132.77	\$ 55.90
Unit Selling, Administrative		- 176. (I	4 T) = 4 1000	4 +75.11	₩ 72.7U
and Research Cost	38.90	23.36	20 00	21, 72	30 El.
and research was	30.50 S	563.E3.30	<u>€20.∞</u>	<u>24.72</u>	<u> 10.5h</u>
Unit Cost of Goods	\$ 151.67	6 456 A4	\$ 152.77	\$ 157.49	\$ 66.44
unit odst er goods	. 4 morror 5	• 120.13	◆ 1>c•!!	→ 151.49	→ 00°ttt
Unit Operative Farmings	(\$ 13.63)	\$ 16.96	(\$ 4.57)	\$ 25.61	\$ 11. 6 6
% of Net Selling	100	9.8%	(3.1%)	11/5	
> or use permus	44.4	7.0%	(3.1%)	مبند	15%
CASH COST DATA	(g)				
LEGITER TO LEGIT HOLD TO THE CONTROL OF THE CONTROL	f 100 07	4 307 07	# 10T 63	4 105 00	5 20 06
Unit Factory Cost	\$ 105.07	\$ 105.07	\$ 105.07	\$ 105.07	
Unit Operative Earnings	34.97	68.02	43.13	78.03	39.111
		4 30 000	A 20 Coo	4 30 500	A 040
Total Operative Earnings	\$ 8,750	\$ 17,000	\$ 10,800	\$ 19,500	\$313,000
Taka Nat Familia	3 3.750		• 1. 670		4227
Total Net Earnings	3 ,750	\$ 7,300	\$ 4,650	\$ 8,400	\$135,000
INVESTMENT	•				_
Permanent Investment	\$ 22 200	* 00 300	5 22 222		• —
Working Capital	\$ 22,300	\$ 22,300	\$ 22,300	\$ 22,300	<u>*</u>
Total Capital Required	\$ 20 200	# 00 700	# 00 300	4 00 200	
Total Capital Maduried	\$ 22,300	\$ 22,300	\$ 22,300	\$ 22,300	\$
of Bathura an					
% Return on	375	220	03.4	نون و	
Total Capital Required	17%	33%	21%	38≴	
Other British Costs.	•	•	•	_	
Other Project Costs:	0	٥	0	0	_

Costs would be slightly lower for estimated, unrestricted annual sales of 1000. Therefore, profit margins (% of Net Selling) would be slightly higher and Total Net Farmings somewhat more than four times greater than shown,