

MODEL 600 BOLT ACTION CARBINEECONOMICS OF MARKETING CALIBER 6MM REMINGTON

Retail Selling Price	\$ 99.95
Net Selling Price	53.87
Estimated Annual Sales Volume	2,000
Net Increase In Sales Volume	750
<u>FULL COST DATA</u>	
Unit Factory Cost	40.39
Unit Selling, Administrative and Research Cost	7.27
Unit Cost of Goods	\$ 47.66
Unit Operative Earnings	6.21
% of Net Selling	11.5%*
<u>CASH COST DATA</u>	
Sales	\$ 40,000
Cost of Sales	22,000
Total Operative Earnings	\$ 18,000
Total Net Earnings	8,000
<u>INVESTMENT</u>	
Permanent Investment	-
Working Capital	19,000
Total Capital Required	\$ 19,000
% Return on Total Capital Required	44%
Other Project Costs:	7,000

* Compares with 12.8% for caliber 308 Model 600.
Caliber 6MM is lower due to extra cost of barrel loading.