

ECONOMICS FOR MARKETING MODEL 700
IN PROPOSED 22-250 REMINGTON CALIBER

	Model 700 ADL	Model 700 EDL	Total ADL-EDL
Retail Selling Price	\$ 119.95	\$ 144.95	
Net Selling Price	64.63	78.10	
Estimated Sales Volume	900	400	1300
Net Increase in Sales Vol.	900	400	1300

FULL COST DATA

Unit Factory Cost	\$ 49.94	\$ 57.47	
Unit Sell. Admin. R & D	8.73	10.54	
Unit Cost of Goods	\$ 58.67	\$ 68.01	
Unit Oper. Earnings	\$ 5.96	\$ 10.09	
% of Net Selling	* 9.2%	12.9%	

CASH COST DATA

Sales	\$ 89,400
Cost to Sales	49,990
Total Operating Earnings	39,410
Total Net Earnings	19,160

INVESTMENT

Permanent Investment	
Working Capital	\$ 42,500
Total Capital Required	\$ 42,500
% Return on Total Investment	45.1%
Other Project Costs (Development & Operations)	** \$ 8,700

* Compares with 9.7% for Model 700, ADL 30-06 Cal.

** Increased 9/18/64 \$1500 for additional R & D
 testing of regular steel Barrels