

COST AND ECONOMICS
FOR
PROPOSED MODEL 742-760, 243 WIN. CAL. RIFLES FOR 1968

FACTORY COSTS

	<u>MODEL 742</u>		<u>MODEL 760</u>	
	<u>REGULAR</u>	<u>BDL</u>	<u>REGULAR</u>	<u>BDL</u>
VOLUME	2250	750	750	250
RETAIL SELLING PRICE	\$159.95	\$179.95	\$139.95	\$164.95
NET SELLING	<u>86.26</u>	<u>97.05</u>	<u>75.48</u>	<u>88.95</u>
FACTORY COST	\$ 46.67	\$ 50.56	\$ 41.44	\$ 44.50
SELLING & ADMIN. RESEARCH	<u>\$ 9.31</u>	<u>\$ 10.48</u>	<u>\$ 8.15</u>	<u>\$ 9.61</u>
TOTAL COST	\$ 55.98	\$ 61.04	\$ 49.59	\$ 54.11
OPER. EARNINGS	\$ 30.28	\$ 36.01	\$ 25.89	\$ 34.84
% NET SELLING	35.1%	37.1%	34.3%	39.2%

TOTAL CASH BASIS

VOLUME: 4000 LESS 1000 REDUCTION IN OTHER CALIBERS = 3000

VOLUME	3000
NET SELLING	\$259,790
FACTORY COST	\$109,460
OPERATIVE EARNINGS	\$155,330
LESS 5.8% & 48%	\$ 79,240
NET EARNINGS	\$ 76,090

INVESTMENT

CONSTRUCTION	0
WORKING CAPITAL	\$140,900

RETURN ON INVESTMENT

POSITION A	54.0%
POSITION C.	53.6%

PROJECT COSTS

DEVELOPMENT & OPERATIONS	\$ 2,000
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