

## ESTIMATED COSTS AND ECONOMICS

MODEL 1100, 20 GAUGE DEER GUN  
MODEL 870, 20 GAUGE "BRUSHMASTER"

FULL BOOK COSTS

	Model 1100 Deer Gun	Model 870 "Brushmaster"
RETAIL SELLING PRICE	\$179.95	\$124.95
NET SELLING	\$ 96.85	\$ 67.26
FACTORY COST	\$ 55.89	\$ 39.28
SELLING & ADMIN. RESEARCH	\$ 10.66	\$ 7.40
TOTAL COST	\$ 66.55	\$ 46.68
OPER. EARNINGS	\$ 30.30	\$ 20.58
% NET SELLING	31.3%	30.6%

CASH COSTS

	Model 1100 Deer Gun	Model 870 "Brushmaster"	Combined Total
ESTIMATED ANNUAL SALES VOL.	1400	900	1300
NET INCREASE IN SALES VOL.	400	900	1300
NET SALES	\$38,740	\$60,530	\$99,270
FACTORY COST	\$17,710	\$28,010	\$45,720
OPERATIVE EARNINGS	\$21,030	\$32,520	\$53,550
LESS 5.8% & 52.8%	\$11,680	\$18,060	\$29,740
NET EARNINGS	\$ 9,350	\$14,460	\$23,810
INVESTMENT			
CONSTRUCTION			-
WORKING CAPITAL			\$52,300
RETURN ON TOTAL EXPENDITURE			41.7%
RETURN ON INVESTMENT			45.5%
PROJECT COSTS			
DEVELOPMENT	\$1200		
CAPITAL	-		
OPERATIONS	\$7200		
TOTAL	\$8400		