

PROPOSED MODEL 700 ADL-BDL 25'06 CALIBER  
BOLT ACTION CENTER FIRE RIFLE

ESTIMATED PROJECT COSTS AND ECONOMICS

FULL FACTORY COSTS

	BEFORE LINE - REPRESENTS LOSS IN PRESENT CALIBER SALES - COSTS BASED ON 22-250 CALIBER		AFTER LINE - PROPOSED 25'06 CALIBER - BASED ON THE 30-05 CALIBER	
	ADL	BDL	ADL	BDL
VOLUME	(1000)	(1000)	2500	2500
RETAIL SELLING PRICE	\$134.95	\$154.95	\$134.95	\$154.95
NET SELLING	\$ 72.26	\$ 82.97	\$ 72.26	\$ 82.97
FACTORY COST	\$ 45.14	\$ 51.51	\$ 45.07	\$ 51.44
SELLING & ADMIN. RESEARCH	\$ 7.88	\$ 9.05	\$ 7.88	\$ 9.05
TOTAL COST	\$ 53.02	\$ 60.56	\$ 52.95	\$ 60.49
OPERATIVE EARNINGS	\$ 19.24	\$ 22.41	\$ 19.31	\$ 22.48
% NET SELLING	26.6%	27.0%	26.7%	27.1%

CASH OR PROJECT RESULTS

ESTIMATED ANNUAL SALES VOL.	5,000
NET INCREASE IN SALES VOL.	5,000
NET SALES	\$232,850
FACTORY COST	\$116,300
OPERATIVE EARNINGS	\$116,550
LESS 5.6% & 52.8%	\$ 64,620
NET EARNINGS	\$ 51,930
INVESTMENT	
CONSTRUCTION	\$ 0
WORKING CAPITAL	\$129,300
RETURN ON TOTAL EXPENDITURE	38.3%
RETURN ON INVESTMENT	40.2%
PROJECT COSTS	
DEVELOPMENT	\$ 1,100
CAPITAL	0
OPERATIONS	\$ 9,700
TOTAL	\$ 10,800

EXHIBIT 4