

PROPOSED MODEL 541S CLIP MAGAZINE SPORTER BOLT ACTION
RIM FIRE RIFLE ESTIMATED COSTS AND ECONOMICS
(THIRD YEAR 1974)

FULL FACTORY COST

VOLUME (ADDED BUSINESS)	2800
RETAIL PRICE	\$129.95
NET SELLING	\$ 71.87
FACTORY COST	\$ 53.03
SELLING, ADMIN. & RESEARCH	\$ 9.49
TOTAL COST	\$ 62.52
OPERATIVE EARNINGS	\$ 9.35
% OF NET SELLING	13.0%

CASH OR PROJECT RESULTS

VOLUME (ADDED BUSINESS)	2800
NET SELLING	\$201,240
FACTORY COST	\$119,300
OPERATIVE EARNINGS	\$ 81,940
LESS 5.0% & 48.0%	\$ 41,460
NET EARNINGS	\$ 40,480

PROJECT INVESTMENT

CONSTRUCTION	\$ 48,200
WORKING CAPITAL	\$114,600
TOTAL	\$162,800

RETURN ON INVESTMENT	24.9%
RETURN ON TOTAL EXPENDITURES	11.6%

PROJECT EXPENDITURES

DEVELOPMENT	\$ 34,800
CAPITAL	\$ 48,200
OPERATIONS	\$177,200
	\$260,200

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