

PROPOSED MODEL 700 LEFT HAND CENTER FIRE RIFLE
ESTIMATED FULL FACTORY COSTS

	BEFORE LINE RH RIFLES		PLUS \$5.00 ON RETAIL AFTER LINE LH RIFLES		PLUS \$10.00 ON RETAIL AFTER LINE LH RIFLES	
	ADL	BDL	ADL	BDL	ADL	BDL
VOLUME	(1200)	(1200)	3000	3000	3000	3000
RETAIL SELLING PRICE	\$149.95	\$169.95	\$154.95	\$174.95	\$159.95	\$179.95
NET SELLING	\$ 79.97	\$ 90.63	\$ 82.63	\$ 93.29	\$ 85.29	\$ 95.66
FACTORY COST	\$ 51.06	\$ 58.55	\$ 52.47	\$ 59.97	\$ 52.47	\$ 59.97
SELLING, ADMIN. & RESEARCH	\$ 9.60	\$ 10.88	\$ 9.92	\$ 11.20	\$ 10.24	\$ 11.48
TOTAL COST	\$ 60.66	\$ 69.43	\$ 62.39	\$ 71.17	\$ 62.71	\$ 71.45
OPERATIVE EARNINGS	\$ 19.31	\$ 21.20	\$ 20.24	\$ 22.12	\$ 22.58	\$ 24.21
% OF NET SELLING	24.2%	23.4%	24.5%	23.7%	26.5%	25.3%

JHS:I
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