

SHOTGUNS - contd.THE 3200 SHOTGUN - contd.

Exhibit 5: Revised Project Economics including 1 of 1000 Hi-Grade and TB Grade - Current Estimated Expenditures.

In these economics, a retail selling price of \$580.00 was calculated for the TB Grade trap gun as the price that would earn the same factory profit as a % of net selling as earned by the trap gun in the Project AD3200-4. This is shown in Exhibit 8.

Exhibit 6: Revised Project Economics Including 1 of 1000 Hi-Grade and TB Grade - Current Estimated Expenditures.

In these economics a retail selling price of \$560.00 was calculated for the TB Grade trap gun as the price that would earn the same return on investment as in Project AD3200-4.

Exhibit 7: This is a summary of Exhibits 2 thru 8.

Exhibit 8: Incremental Costs for B Grade Trap Gun.

These costs are on the same basis as Exhibit 5.

Exhibit 9: 1972 Price Comparisons of Competitive Over and Under Shotguns.

In discussing the economics, it was concluded that there is adequate justification for a Part 5 project if it is necessary to submit one.

In discussing possible selling price for a TB Grade trap gun, Marketing indicated that this gun should not be priced higher than the comparable Browning gun. Economics were requested