

THE 3200 SHOTGUN  
PROJECT NO. AD-3200-4

|                       | <u>ESTIMATED FULL<br/>FACTORY COST</u> |
|-----------------------|----------------------------------------|
| RETAIL SELLING PRICE  | \$ 475.00                              |
| NET SELLING PRICE     | 253.21                                 |
| UNIT FACTORY COST     | 148.83                                 |
| UNIT SELLING & ADMIN. | 23.30                                  |
| UNIT RESEARCH         | 6.33                                   |
| TOTAL UNIT COST       | \$ 178.46                              |
| OPER. EARNINGS        | 74.75                                  |
| % OF NET SELLING      | 29.5%                                  |

|                              | <u>ESTIMATED CASH OR<br/>PROJECT RESULT</u> |
|------------------------------|---------------------------------------------|
| VOLUME                       | 15,000                                      |
| NET SALES                    | \$3,798,150                                 |
| LESS:                        |                                             |
| FACTORY COST                 | 1,950,150                                   |
| SELLING & ADMIN.             | 114,000                                     |
| RESEARCH                     | 19,050                                      |
|                              | <u>\$2,083,200</u>                          |
| OPER. EARNINGS               | 1,714,950                                   |
| NET EARNINGS                 | 847,190                                     |
| <u>INVESTMENT</u>            |                                             |
| MFG. EQUIPMENT               | 1,906,600                                   |
| POWER DISTRIBUTION           | 11,000                                      |
| WORKING CAPITAL              | <u>2,134,000</u>                            |
| TOTAL                        | \$4,051,600                                 |
| RETURN ON INVESTMENT         | 20.9%                                       |
| RETURN ON TOTAL EXPENDITURES | 12.5%                                       |

| <u>PROJECT EXPENDITURES</u> |                  |
|-----------------------------|------------------|
| CONSTRUCTION                | \$1,917,600      |
| DEVELOPMENT                 | 535,600          |
| OPERATIONS                  | <u>2,633,700</u> |
| TOTAL                       | \$5,086,900      |

JHSweeney:I  
7/19/72