

ESTIMATED COST & ECONOMICS - FIRST YEAR (1974)  
 MODEL 700 - GENERAL IMPROVEMENTS ON BOTH ADL & BDL  
 CUT CHECKERING ON BDL ONLY

	FULL FACTORY COST				
	BEFORE LINE		AFTER LINE		
	ADL	BDL	ADL	BDL HAND CHECKER.	BDL MACHINE CHECKER.
VOLUME	32,000	48,000	34,000	15,600	41,400
RETAIL PRICE	\$154.95	\$174.95	\$164.95	\$189.95	\$189.95
NET SELLING	\$ 82.30	\$ 92.91	\$ 87.59	\$100.87	\$100.87
FACTORY COST	\$ 52.04	\$ 60.31	\$ 53.81	\$ 77.23	\$ 63.81
SELLING, ADMIN. & RESEARCH	\$ 9.63	\$ 10.87	\$ 10.25	\$ 11.80	\$ 11.80
TOTAL COST	\$ 61.67	\$ 71.18	\$ 64.06	\$ 89.03	\$ 75.61
OPERATIVE EARNINGS	\$ 20.63	\$ 21.73	\$ 23.53	\$ 11.84	\$ 25.28
% OF NET SELLING	25.1%	23.4%	26.9%	11.7%	25.0%

## CASH RESULTS

VOLUME (ADDED BUSINESS)	11,000
NET SELLING	\$1,634,370
FACTORY COST	\$1,026,500
OPERATIVE EARNINGS	\$ 607,870
LESS 5.0% & 48%	\$ 307,580
NET EARNINGS	\$ 300,290

## INVESTMENT

CONSTRUCTION THIS PROJECT	\$ 645,400
WORKING CAPITAL	\$ 998,900
TOTAL	\$1,644,300

RETURN ON INVESTMENT	18.3%
RETURN ON TOTAL EXPENDITURES	13.9%

## PROJECT EXPENDITURES

DEVELOPMENT	\$ 276,000
CONSTRUCTION	\$ 645,400
OPERATIONS	\$ 358,000
	\$1,279,400

HSweeney:1  
 11/29/72