

MODEL 3200 FIELD MAGNUM SHOTGUN
WITH BARRELS FOR IRON SHOT

ESTIMATED COSTS AND ECONOMICS - FIRST YEAR (1975)
(BASED ON PROJECTED COSTS FOR 1974)

	<u>FULL FACTORY COST</u>	
	<u>BEFORE LINE</u>	<u>AFTER LINE</u>
VOLUME	1500	2000
RETAIL PRICE	\$485.00	\$510.00
NET SELLING	\$257.48	\$270.76
FACTORY COST	\$231.60	\$234.64
SELLING, ADMIN. & RESEARCH	29.10	30.60
TOTAL COST	\$260.70	\$265.24
OPERATIVE EARNINGS	(\$3.22)	\$ 5.52
% OF NET SELLING	(1.3%)	2.0%

	<u>CASH RESULTS</u>
VOLUME (ADDED BUSINESS)	500
NET SELLING	\$155,300
FACTORY COST	\$ 96,310
OPERATIVE EARNINGS	\$ 58,990
LESS 5.0% & 48%	\$ 29,850
NET EARNINGS	\$ 29,140

<u>INVESTMENT</u>	
CONSTRUCTION THIS PROJECT	-
WORKING CAPITAL	\$ 92,500
TOTAL	\$ 92,500
RETURN ON INVESTMENT	31.5%
RETURN ON TOTAL EXPENDITURES	25.6%

<u>PROJECT EXPENDITURES</u>	
DEVELOPMENT	-
CONSTRUCTION	-
OPERATIONS	\$30,100

JHS:I
11/14/73