

MODEL 3200 COMPETITION GRADE TRAP AND SKEET GUNS

BASED ON FORECAST SALES (5-YEAR FORECAST 2/24/75) FOR THE MODEL 3200, THE COMPARISON (FULL BOOK BASIS) OF ESTIMATED UNIT SALES AND OPERATIVE EARNINGS IS AS FOLLOWS:

<u>MODEL 3200 LINE - BEFORE PROJECT</u>						
	<u>FIELD</u>		<u>SKEET</u>	<u>TRAP</u>	<u>TRAP</u>	<u>COMBINED</u>
	<u>GRADE</u>	<u>3" MAG.</u>	<u>GRADE</u>	<u>GRADE</u>	<u>SPECIAL</u>	<u>AVERAGE</u>
SALES QUANTITY	2300	1225	1600	2000	4500	11,625
RETAIL PRICE	\$645.00	\$670.00	\$695.00	\$730.00	\$795.00	\$727.20
NET SELLING	345.08	358.45	371.83	390.55	425.00	389.06
OPER. EARNINGS	(\$23.70)	(\$15.77)	(\$ 6.77)	\$ 9.29	\$ 12.36	\$.90
% OF NET SELLING	(6.9%)	(4.4%)	(1.8%)	2.4%	2.9%	(.2%)

<u>MODEL 3200 LINE - AFTER PROJECT</u>							
	<u>FIELD</u>		<u>SKEET</u>	<u>TRAP</u>	<u>COMP.</u>	<u>COMP.</u>	<u>COMBINED</u>
	<u>GRADE</u>	<u>3" MAG.</u>	<u>GRADE</u>	<u>GRADE</u>	<u>SKEET</u>	<u>TRAP</u>	<u>AVERAGE</u>
SALES QUANTITY	2300	1225	1895	3185	1540	4305	13,950
RETAIL PRICE	\$695.00	\$720.00	\$735.00	\$765.00	\$835.00	\$865.00	\$785.10
NET SELLING	371.83	385.20	393.23	409.28	446.73	462.78	420.03
OPER. EARNINGS	\$ 16.64	\$ 24.37	\$ 28.72	\$ 42.43	\$ 29.26	\$ 43.37	\$ 34.06
% OF NET SELLING	4.5%	6.3%	7.3%	10.4%	6.6%	9.4%	8.1%

JHS:I
4/21/75