

Zastava Pricing Strategy

• Model 799 Short Action

– 2006 Proposed Volume

• 5,500 Units

– Net Acquisition Cost

• \$299.00 Standard Caliber

– Net Distributor Sell Price

• \$999.00 Standard Caliber

– Suggested Retail Price

• \$550.00

Volume	Margin \$	Margin %	Gross Margin \$
5,500 Units	\$100.00	25.0	\$550,000