

Zastava				
Pricing Strategy				
• Model 798 Long Action				
• 2006 Proposed Volume				
• 5,500 Units				
• 4,000 Standard Caliber				
• 1,500 Magnum Caliber				
• Net Acquisition Cost				
• \$299.00 Standard Caliber				
• \$319.00 Magnum Calibers				
• Net Distributor Self Price				
• \$399.00 Standard Calibers				
• \$425.00 Magnum Calibers				
• Suggested Retail Price				
• \$650.00 Std. Calibers				
• \$570.00 Mag. Calibers				
Configuration	Volume	Margin \$	Margin %	Gross Margin
Std. Calibers	4,500 Units	\$100.00	25.0	\$250,000
Mag. Calibers	1,000 Units	\$105.00	23.9	\$305,000