

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	26.0	\$550,000