

Zastava				
Pricing Strategy				
Model Five Rimfire				
2006 Proposed Volume				
10,000 Units				
9,000 22LR				
1,000 22Mag				
Net Acquisition Cost				
• \$180.00 for 22LR				
• \$172.00 for 22Mag				
Net Distributor Sell Price				
• \$215.00 for 22LR				
• \$225.00 for 22Mag				
Suggested Retail Price				
• \$299.00 for 22LR				
• \$309.00 for 22Mag				
Configuration	Volume	Margin \$	Margin %	Net Margin
22LR	9,000 Units	\$55.00	25.6%	\$495,000
22Mag	1,000 Units	\$53.00	23.6%	\$52,000