



Customer	Croma
Product(s)	
Date	05-05-2024

Parameters	Discount	10%	COGS	30%	Avg NIP	\$6.00	GM Target	\$1,00,000.00
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	Best Case	Realistic	Worst Case
Sales Unit	100000	50000	25000
Net Invoice Sales	\$6,00,000.00	\$3,00,000.00	\$1,50,000.00
Post Discount	\$60,000.00	\$30,000.00	\$15,000.00
Net Sales	\$5,40,000.00	\$2,70,000.00	\$1,35,000.00
COGS	\$1,62,000.00	\$81,000.00	\$40,500.00
Gross Margin	\$3,78,000.00	\$1,89,000.00	\$94,500.00
vs Target	▲ \$2,78,000.00	▲ \$89,000.00	▼ -\$5,500.00