



Customer	Croma
Product(s)	
Date	02-12-2025

Parameters	Discount	10%	COGS	30%	Avg NIP	\$ 8.00	GM Target	\$ 1,00,000
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	Best Case	Realistic	Worst Case
Sales Unit	100000	50000	25000
Net Invoice Sales	\$8,00,000	\$4,00,000	\$2,00,000
Post Discount	\$80,000	\$40,000	\$20,000
Net Sales	\$7,20,000	\$3,60,000	\$1,80,000
COGS	\$2,16,000	\$1,08,000	\$54,000
Gross Margin	\$5,04,000	\$2,52,000	\$1,26,000
Vs Target	▲ \$4,04,000	▲ \$1,52,000	▲ \$26,000