



Customer	Croma
Product(s)	
Date	19-03-2024

Parameters	Discount	COGS	Average NIP	GM Target
	10%	30%	\$ 6.00	\$ 1,00,000

Column1	Best Case		Realistic		Worst Case	
Sales Unit	100000		50000		25000	
Net Invoice Sale	\$	6,00,000	\$	3,00,000	\$	1,50,000
Post Discount	\$	60,000	\$	30,000	\$	15,000
Net Sales	\$	5,40,000	\$	2,70,000	\$	1,35,000
COGS	\$	1,62,000	\$	81,000	\$	40,500
Gross Margin	\$	3,78,000	\$	1,89,000	\$	94,500
vs Target	↑	\$ 2,78,000	→	\$ 89,000	↓	\$ -5,500