

CUSTOMER DISCOUNT APPROVAL



| | |
|------------|-----------|
| CUSTOMER | Maxwell |
| PRODUCT(s) | |
| DATE | 3/11/2024 |

| | | | | | | | | |
|------------|----------|-------|------|-----|---------|--------|-----------|--------------|
| Parameters | Discount | 17.0% | COGS | 32% | Avg NIP | \$5.65 | GM Target | \$100,000.00 |
|------------|----------|-------|------|-----|---------|--------|-----------|--------------|

| | Best Case | Realistic | Worst Case |
|-------------------|--------------|--------------|--------------|
| Sales units | 100000 | 50000 | 30000 |
| Net Invoice Sales | \$565,000.00 | \$282,500.00 | \$169,500.00 |
| Post Discount | \$96,050.00 | \$48,025.00 | \$28,815.00 |
| Net Sales | \$468,950.00 | \$234,475.00 | \$140,685.00 |
| COGS | \$150,064.00 | \$75,032.00 | \$45,019.20 |
| Gross Margin | \$318,886.00 | \$159,443.00 | \$95,665.80 |

vs Target

▲

\$218,886.00

▲

\$59,443.00

▼

-\$4,334.20