



Customer	Croma	Keyboard(P1)	\$25
Product(s)	P2	Mouse(P2)	\$5
Date	45483		

Parameters	Discounts(%)	6%	COGS(%)	30%	Average NIP	₹ 6.00	GM Target	₹ 1,00,000.00
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Scenerio	Best case	Realistic case	Worst Case
Sales Unit(Qty)	100000	50000	25000
Net Invoice Sales	₹ 6,00,000.00	\$3,00,000	\$1,50,000
Post Discount	₹ 36,000.00	\$18,000	\$9,000
Net sales	₹ 5,64,000.00	\$2,82,000	\$1,41,000
COGS	₹ 1,69,200.00	\$84,600	\$42,300
GM	₹ 3,94,800.00	\$1,97,400	\$98,700

GM vs Target    ▲    ₹ 2,94,800.00    ▲    \$97,400    ▲    -\$1,300