



Customer	Croma
Product(s)	P1
Date	

	Discount	COGS	Average NIP	GM Target
Parameters	12.5%	32%	\$ 5.65	\$ 1,00,000

	Best Case	Realistic	Worst Case
Sales Unit	100000	50000	25000
Net Invoice Sales	\$ 5,65,000	\$ 2,82,500	\$ 1,41,250
Post Discount	\$ 70,625	\$ 35,313	\$ 17,656
Net Sales	\$ 4,94,375	\$ 2,47,188	\$ 1,23,594
COGS	\$ 1,58,200	\$ 79,100	\$ 39,550
Gross Margin	\$ 3,36,175	\$ 1,68,088	\$ 84,044
vs Target	▲ \$ 2,36,175	■ \$ 68,088	▼ \$ -15,956