



Customer	Croma
Product(s)	Mouse
Date	08-Oct-25

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

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