



Customer	Croma
Product(s)	P1
Date	09-04-2024

Parameters	Discount	10%	COGS	30%	Average NIP	₹ 6	GM Target	₹ 1,00,000
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	Best Case	Realistic	Worst Case
Sales Unit	100000	50000	25000
Net Invoice Sales	₹ 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	▼ -5500