



Customer	Croma
Product(s)	P1
Date	30-11-2024

	Discount	COGS	Average NIP	GM Target
Parameters	10%	30%	\$ 6.50	\$ 1,00,000

	Best Case	Realistic	Worst Case
Sales Unit	100000	50000	25000
Net Invoice Sales	\$ 6,50,000	\$ 3,25,000	\$ 1,62,500
Post Discount	\$ 65,000	\$ 32,500	\$ 16,250
Net Sales	\$ 5,85,000	\$ 2,92,500	\$ 1,46,250
COGS	\$ 1,75,500	\$ 87,750	\$ 43,875
Gross Margin	\$ 4,09,500	\$ 2,04,750	\$ 1,02,375
vs Target	\$ 3,09,500	\$ 1,04,750	\$ 2,375