

Customer	Croma
Product(s)	KeyBoard
Date	30-03-2024

Parameters	Discount	COGS	Average NIP	GM	Target
Ratio	16%	30%	\$ 7.00	\$	85,000

	Best Case		Realistic	Worst Case	
Sales Unit	100000		50000	25000	
Net Invoice Sales	\$	7,00,000	\$	3,50,000	\$ 1,75,000
Post Discount	\$	1,12,000	\$	56,000	\$ 28,000
Net Sales	\$	5,88,000	\$	2,94,000	\$ 1,47,000
COGS	\$	1,76,400	\$	88,200	\$ 44,100
Gross Margin	\$	4,11,600	\$	2,05,800	\$ 1,02,900
vs Target	▲ \$	3,26,600	▲ \$	1,20,800	▲ \$ 17,900