

	Discount	COGS	Average NIP	GM Target
Parameters	10%	30%	6	100000

SCENARIO PLANNING TOOL

	Best Case	Realistic	Worst case
Sales Unit	100000	50000	25000
Net invoice sales	₹ 6,00,000.00	₹ 3,00,000.00	₹ 1,50,000.00
post discount	₹ 60,000.00	₹ 30,000.00	₹ 15,000.00
Net sales	₹ 5,40,000.00	₹ 2,70,000.00	₹ 1,35,000.00
COGS	₹ 1,62,000.00	₹ 81,000.00	₹ 40,500.00
Gross Margin	₹ 3,78,000.00	₹ 1,89,000.00	₹ 94,500.00
Vs Target	₹ 2,78,000.00	₹ 89,000.00	-₹ 5,500.00

