



| | |
|------------|------------|
| Customer | Croma |
| Product(s) | |
| Date | 07-03-2023 |

| | | | | | | | | |
|------------|----------|-------|------|-----|---------|--------|-----------|---------------|
| Parameters | Discount | 12.5% | COGS | 32% | Avg NIP | \$5.65 | GM Target | \$1,00,000.00 |
|------------|----------|-------|------|-----|---------|--------|-----------|---------------|

| | Best Case | Realistic | Worst Case |
|-------------------|-----------------|---------------|---------------|
| Sales units | 100000 | 50000 | 30000 |
| Net Invoice Sales | \$5,65,000.00 | \$2,82,500.00 | \$1,69,500.00 |
| Post Discount | \$70,625.00 | \$35,312.50 | \$21,187.50 |
| Net Sales | \$4,94,375.00 | \$2,47,187.50 | \$1,48,312.50 |
| COGS | \$1,58,200.00 | \$79,100.00 | \$47,460.00 |
| Gross Margin | \$3,36,175.00 | \$1,68,087.50 | \$1,00,852.50 |
| vs Target | ▲ \$2,36,175.00 | ▲ \$68,087.50 | ▲ \$852.50 |