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|----------|-----------|
| Customer | Best Buy |
| Date | 12/5/2024 |

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|------------|----------|-----|------|-----|---------|---------|-----------|---------------|
| Parameters | Discount | 10% | COGS | 30% | Avg NIP | \$ 6.00 | GM Target | \$ 100,000.00 |
|------------|----------|-----|------|-----|---------|---------|-----------|---------------|

| | Best Case | Realistic | Worst Case |
|-------------------|----------------|---------------|---------------|
| Sales Units | 100000 | 50000 | 25000 |
| Net Invoice Sales | \$ 600,000.00 | \$ 300,000.00 | \$ 150,000.00 |
| Post Discount | \$ 60,000.00 | \$ 30,000.00 | \$ 15,000.00 |
| Net Sales | \$ 540,000.00 | \$ 270,000.00 | \$ 135,000.00 |
| COGS | \$ 162,000.00 | \$ 81,000.00 | \$ 40,500.00 |
| Gross Margin | \$ 378,000.00 | \$ 189,000.00 | \$ 94,500.00 |
| Vs Target | ▲ \$278,000.00 | ▲ \$89,000.00 | ▼ -\$5,500.00 |