



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

Parameters	Discount	15.0%	COGS	30.0%	Avg NIP	\$7.00	GM Target	\$1,00,000.00
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		Best Case	Realistic	Worst Case
	Sales units	100000	50000	30000
	Net Invoice Sales	\$7,00,000.00	\$3,50,000.00	\$2,10,000.00
	Post Discount	\$1,05,000.00	\$52,500.00	\$31,500.00
	Net Sales	\$5,95,000.00	\$2,97,500.00	\$1,78,500.00
	COGS	\$1,78,500.00	\$89,250.00	\$53,550.00
	Gross Margin	\$4,16,500.00	\$2,08,250.00	\$1,24,950.00
vs Target		▲ \$3,16,500.00	▲ \$1,08,250.00	▲ \$24,950.00