

Customer	Croma
Product(s)	P1
Date	

Parameters	discount	cogs	average nip
	6%	30%	₹ 6.00

	best case	realistic case	worst case
sales unit	100000	50000	25000
net invoice sales	₹ 6,00,000.00	₹ 3,00,000.00	₹ 1,50,000.00
post dicount	₹ 36,000.00	₹ 18,000.00	₹ 9,000.00
net sales	₹ 5,64,000.00	₹ 2,82,000.00	₹ 1,41,000.00
cogs	₹ 1,69,200.00	₹ 84,600.00	₹ 42,300.00
gross margin	₹ 3,94,800.00	₹ 1,97,400.00	₹ 98,700.00
vs target	▲ ₹ 2,94,800.00	▬ ₹ 97,400.00	▼ ₹ -1,300.00

Mouse	9
Keyboard	25
	17

gm target  
₹ 1,00,000.00