

Customer	Reliance Retail
Product	Monitors
Date	12-Jun

Parameters	Discount	12.5%	COGS	32%	Avg NIP	\$ 5.65	GM Target	\$ 1,00,000.00
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	Best Case	Realistic Case	Worst Case
Sales Unit	100000	50000	30000
Net Invoice Sales	\$ 5,65,000.00	\$ 2,82,500.00	\$ 1,69,500.00
Total 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