




Customer	Croma
Product(s)	P1
Date	01/02/2025

Parameter	Discount	COGS	Average NIP	GM Target
	10%	30%	\$ 10.00	\$ 100,000

	Best Case	Realistic	Worst Case
Sales Unit	100000	50000	25000
Net Invoice Sales	\$1,000,000	\$500,000	\$250,000
Post Discount	\$100,000	\$50,000	\$25,000
Net Sales	\$900,000	\$450,000	\$225,000
COGS	\$270,000	\$135,000	\$67,500
Gross Margin	\$630,000	\$315,000	\$157,500

vs Target       \$630,000       \$215,000       \$57,500