



Customer	Croma
Product(s)	
Date	7/3/2024

Parameters	Discount	COGS	Avarage NIP	GM Target
	6%	25%	\$ 6.00	\$100,000.00

		Best Case	Realistic	Worst Case
	Sales Unit	100000	50000	25000
	Net Invoice Sales	\$ 600,000.00	\$ 300,000.00	\$ 150,000.00
	Post Discount	\$ 36,000.00	\$ 18,000.00	\$ 9,000.00
	Net Sales	\$ 564,000.00	\$ 282,000.00	\$ 141,000.00
	COGS	\$ 141,000.00	\$ 70,500.00	\$ 35,250.00
	Gross Margin	\$ 423,000.00	\$ 211,500.00	\$ 105,750.00
vs Target		\$ 323,000	\$ 111,500	\$ 5,750

