

Customer	Croma
Product(s)	Product-1
Date	13/08/2023

Parameters	Discount	12.5%	COGS	32%	Avg NIP	\$ 5.65	GM Target	\$ 100,000.00
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		Best Case	Realistic	Worst Case
	Sales Unit	100000	50000	30000
	Net Invoice Sales	\$ 565,000.00	\$ 282,500.00	\$ 169,500.00
	Post Discount	\$ 70,625.00	\$ 35,312.50	\$ 21,187.50
	Net Sales	\$ 494,375.00	\$ 247,187.50	\$ 148,312.50
	COGS	\$ 158,200.00	\$ 79,100.00	\$ 47,460.00
	Gross Margin	\$ 336,175.00	\$ 168,087.50	\$ 100,852.50
	vs Target	▲ £236,175.00	▲ £68,087.50	▲ £852.50