

Scenario Planning Tools

Customer	Croma
Product(s)	P1
Date	28-01-2024

	Discount	COGS	Average NIP
Parameters	10%	30%	\$ 6.00

Metrics	Best Case	Realistic	Worst Case
Sales Unit	100000	50000	25000
Net Invoice Sales	\$ 6,00,000	\$ 3,00,000	\$ 1,50,000
Post Discount	\$ 60,000	\$ 30,000	\$ 15,000
Net Sales	\$ 5,40,000	\$ 2,70,000	\$ 1,35,000
COGS	\$ 1,62,000	\$ 81,000	\$ 40,500
Gross Margin	\$ 3,78,000	\$ 1,89,000	\$ 94,500
vs Target	\$ 2,78,000	\$ 89,000	\$ -5,500

GM Target	
\$	1,00,000

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