

Scenario Planning Tool

Customer	Croma
Product(s)	Mouse
Date	45677

Parameters	Discount	50.0%	COGS	32%	Avg NIP	\$5.65	GM Target	\$1,00,000.00
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		Best Case	Realistic Case	Worst Case
	Sales units	100000	50000	30000
	Net Invoice Sales	\$5,65,000.00	\$2,82,500.00	\$1,69,500.00
	Post Discount	\$2,82,500.00	\$1,41,250.00	\$84,750.00
	Net Sales	\$2,82,500.00	\$1,41,250.00	\$84,750.00
	COGS	\$90,400.00	\$45,200.00	\$27,120.00
	Gross Margin	\$1,92,100.00	\$96,050.00	\$57,630.00
vs Target		 \$92,100.00	 -\$3,950.00	 -\$42,370.00