

Customer Discount Approval

Customer	Croma
Products	
Date	09/10/2024

Parameters	Discount	12.50%	COGS	32%	Avg NIP	\$ 5.65	GM Target	\$ 100,000.00
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		Best Case	Realistic	Worst Case
Sales units		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