



Customer	Croma
Product(s)	P1
Date	05-03-2024

Parameters	Discount	10%	COGS	30%	Avg NIP	\$	6.00	GM Target	\$1,00,000.00
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	Best Case	Realistic	Worst Case
Sales Unit	100000	50000	25000
Net Invoice Sales	\$ 6,00,000.00	\$ 3,00,000.00	\$ 1,50,000.00
Post Discount	\$ 60,000.00	\$ 30,000.00	\$ 15,000.00
Net Sales	\$ 5,40,000.00	\$ 2,70,000.00	\$ 1,35,000.00
COGS	\$ 1,62,000.00	\$ 81,000.00	\$ 40,500.00
Gross Margin	\$ 3,78,000.00	\$ 1,89,000.00	\$ 94,500.00
Vs Target	▲ \$2,78,000.00	▲ \$ 89,000.00	▼ \$ -5,500.00