



Customer Product(s)	Croma
Date	07-03-2023

Parameters	Discount 10%	COGS 30%	Average NIP \$ 6.00	GM Target \$ 1,00,000
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	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	278000	89000	-5500