

Customer Discount Approval



Customer	Amazon
Product	Keyboard
Date	26-05-2025

Parameters	Discont	15%	COGS	30%	Avg NIP	\$ 6.00	GM TARGET	\$ 1,00,000.00
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	Best case	Realistic case	Worst case
Sales Unit	100000	50000	30000
Net invoice sales	\$ 6,00,000.00	\$ 3,00,000.00	\$ 1,80,000.00
Post Discount	\$ 90,000.00	\$ 45,000.00	\$ 27,000.00
Net sales	\$ 5,10,000.00	\$ 2,55,000.00	\$ 1,53,000.00
Cogs	\$ 1,53,000.00	\$ 76,500.00	\$ 45,900.00
Gross margin	\$ 3,57,000.00	\$ 1,78,500.00	\$ 1,07,100.00
Vs Target	▲ \$ 2,57,000.00	▲ \$ 78,500.00	▲ \$ 7,100.00