



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

|            |          |       |      |     |         |        |           |               |
|------------|----------|-------|------|-----|---------|--------|-----------|---------------|
| Parameters | Discount | 12.5% | COGS | 32% | Avg NIP | \$5.65 | GM Target | \$1,00,000.00 |
|------------|----------|-------|------|-----|---------|--------|-----------|---------------|

|                   | Best Case       | Realistic     | Worst Case    |
|-------------------|-----------------|---------------|---------------|
| Sales units       | 100000          | 50000         | 30000         |
| Net Invoice Sales | \$5,65,000.00   | \$2,82,500.00 | \$1,69,500.00 |
| Post Discount     | \$70,625.00     | \$35,312.50   | \$21,187.50   |
| Net Sales         | \$4,94,375.00   | \$2,47,187.50 | \$1,48,312.50 |
| COGS              | \$1,58,200.00   | \$79,100.00   | \$47,460.00   |
| Gross Margin      | \$3,36,175.00   | \$1,68,087.50 | \$1,00,852.50 |
| vs Target         | ▲ \$2,36,175.00 | ▲ \$68,087.50 | ▲ \$852.50    |