

Customer
Products
Date

Croma
12/21/2023

Parameters
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Discount	13%	COGS	32%	Avreage NIP	\$5.65
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	Best Case	Realistic	
Sales Unit	100000	15000	
Net Invoice Sales	\$565,000.00	\$84,750.00	
Post Discount	\$70,625.00	\$10,593.75	
Net Sales/Revenue	\$494,375.00	\$74,156.25	
COGS	\$158,200.00	\$23,730.00	
Gross Margin	\$336,175.00	\$50,426.25	
Vs Target	▲ \$236,175.00	▲ -\$49,573.75	▲

GM Target	\$100,000
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Worst Case
30000
\$169,500.00
\$21,187.50
\$148,312.50
\$47,460.00
\$100,852.50

\$852.50