



|            |   |
|------------|---|
| Customer   | Croma   |
| Product(s) | P1  |
| Date       |   |
| Parameters | Discount 10% COGS 30% Avg NIP \$ 6.00 GM Target \$ 1,00,000 |

|                   | Best Case       | Realistic     | Worst Case    |
|-------------------|-----------------|---------------|---------------|
| Sales Unit        | \$1,00,000      | \$50,000      | \$25,000      |
| 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 |