

Consumer	Croma
Product(s)	
Date	24-02-2024

Parameters	Discount	12.00%	COGS	32%	AVG NIP	\$5.65	GM Target	\$ 1,00,000.00
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	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	\$67,800.00	\$33,900.00	\$20,340.00
Net Sales	\$4,97,200.00	\$2,48,600.00	\$1,49,160.00
COGS	\$1,59,104.00	\$79,552.00	\$47,731.20
Gross Margin	\$3,38,096.00	\$1,69,048.00	\$1,01,428.80
VS Target	▲ \$2,38,096.00	▲ \$69,048.00	▲ \$1,428.80