



SCENARIO PLANNING TOOL

Customer	Croma
Product(s)	Keyboard
Date	25-08-2023

Parameters	Discount	10.0%	COGS	30%	Avg NIP	\$ 5.65	GM Target	\$ 1,00,000.00
------------	----------	-------	------	-----	---------	---------	-----------	----------------

	Best Case	Realistic Case	Worst Case
Sales Unit	100000	50000	30000
Net Invoice Sales	\$5,65,000.00	\$2,82,500.00	\$1,69,500.00
Post Discount	\$56,500.00	\$28,250.00	\$16,950.00
Net Sales	\$5,08,500.00	\$2,54,250.00	\$1,52,550.00
COGS	\$1,52,550.00	\$76,275.00	\$45,765.00
Gross Margin	\$3,55,950.00	\$1,77,975.00	\$1,06,785.00
vs Target	▲ \$2,55,950.00	▲ \$77,975.00	▲ \$6,785.00