

Customer	Croma
Product	PC
Date	12-04-2025

Parameters	
Discount	10%
COGS	30%
Average NIP	₹ 6
GM Target	₹ 1,00,000

Scenario Presantation

Metrics	Best Case	Realistic	Worst Case
Sales Unit	₹ 1,00,000	₹ 50,000	₹ 25,000
Net Invoice Sales	₹ 6,00,000	₹ 3,00,000	₹ 1,50,000
Post Discount	₹ 60,000	₹ 30,000	₹ 15,000
Net Sales	₹ 5,40,000	₹ 2,70,000	₹ 1,35,000
COGS	₹ 1,62,000	₹ 81,000	₹ 40,500
Gross Margin	₹ 3,78,000	₹ 1,89,000	₹ 94,500
vs Target	▲ ₹ 2,78,000	▲ ₹ 89,000	▼ (₹ 5,500)