

SCENARIO PLANNING

Customer Discount Approval

Customer Product(s)	Croma
Date	07-03-2025

Parameters | Discount | 12.5% | COGS | 32% | Average NIF | \$ 5.65 | GM Target | \$ 1,00,000

	Best Case	Realistic	Worst Case
Sales Unit	100000	50000	30000
Net Invoice Sales	\$5,65,000.0	\$2,82,500.0	\$1,69,500.0
Post Discount	\$70,625.0	\$35,312.5	\$21,187.5
Net Sales	\$4,94,375.0	\$2,47,187.5	\$1,48,312.5
COGS	\$1,58,200.0	\$79,100.0	\$47,460.0
Gross Margin	\$3,36,175.0	\$1,68,087.5	\$1,00,852.5

vs Target  \$2,36,175.0  \$68,087.5  \$852.5