



Scenario Planning Tool

Customer	Purvi Dairy
Product(s)	Sweets
Date	

	Discount	COGS	Average NIP	GM Target
Parameters	10%	30%	₹ 160	₹ 1,000,000

	Best Case		Realistic		Worst Case	
Units sales	30000		18000		12000	
Net Invoice Sales	₹	4,800,000	₹	2,880,000	₹	1,920,000
Post Discount	₹	480,000	₹	288,000	₹	192,000
Net Sales	₹	4,320,000	₹	2,592,000	₹	1,728,000
COGS	₹	1,296,000	₹	777,600	₹	518,400
Gross Margin	₹	3,024,000	₹	1,814,400	₹	1,209,600
vs Target	₹	3,800,000	₹	1,880,000	₹	920,000