



Customer	Croma
Product(s)	
Date	08-03-2025

Parameters	Discount	10%	COGS	30%	Average NIP	\$6.00	GM Target	\$1,00,000
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	Best Case	Realistic	Worst Case
Sales Unit	100000	50000	25000
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