



Raveena Sabharwal

|            |            |
|------------|------------|
| Customer   | Croma      |
| Product(s) |            |
| Date       | 17-07-2024 |

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

|                   |             |             |             |
|-------------------|-------------|-------------|-------------|
|                   | Best Case   | Realistic   | Worst Case  |
| Sales Unit        | 100000      | 50000       | 30000       |
| Net Invoice Sales | \$565000.00 | \$282500.00 | \$169500.00 |
| Post Discount     | \$70625.00  | \$35312.50  | \$21187.50  |
| Net Sales         | \$494375.00 | \$247187.50 | \$148312.50 |
| COGS              | \$158200.00 | \$79100.00  | \$47460.00  |
| Gross Margin      | \$336175.00 | \$168087.50 | \$100852.50 |

**vs Target**      ▲\$236175.00    ▲\$68087.50    ▲ \$852.50

