



Customer	Croma
Product(s)	
Date	07-03-2023

Parameters	Discount	12.5%	COGS	32%	Avg NIP	\$5.65	GM Target	\$1,00,000.00
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	Best Case	Realistic	Worst Case
Sales units	100000	50000	30000
Net Invoice Sales	\$5,65,000.00	\$2,82,500.00	\$1,69,500.00
Post Discount	\$70,625.00	\$35,312.50	\$21,187.50
Net Sales	\$4,94,375.00	\$2,47,187.50	\$1,48,312.50
COGS	\$1,58,200.00	\$79,100.00	\$47,460.00
Gross Margin	\$3,36,175.00	\$1,68,087.50	\$1,00,852.50
vs Target	▲ \$2,36,175.00	▲ \$68,087.50	▲ \$852.50