



Customer	AMAZON
Product(s)	
Date	16/7/2024

Parameters	Discount	12.5%	COGS	32%	Avg NIP	\$5.65	GM Target	\$100,000.00
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	Best Case	Realistic	Worst Case
Sales units	100000	50000	30000
Net Invoice Sales	\$565,000.00	\$282,500.00	\$169,500.00
Post Discount	\$70,625.00	\$35,312.50	\$21,187.50
Net Sales	\$494,375.00	\$247,187.50	\$148,312.50
COGS	\$158,200.00	\$79,100.00	\$47,460.00
Gross Margin	\$336,175.00	\$168,087.50	\$100,852.50
vs Target	▲ \$236,175.00	▲ \$68,087.50	▲ \$852.50