

Customer	Gears for Ears
Product(s)	IEM
Date	30-11-24

Parameters	Discount	10%	COGS	14%	Average NIP	\$ 3,500	GM Target	\$ 20,000.00
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	Best Case	Realistic	Worst Case
Sales Unit	25	15	5
Net Invoice Sales	\$ 87,500	\$ 52,500	\$ 17,500
Post Discount	\$ 8,750	\$ 5,250	\$ 1,750
Net Sales	\$ 78,750	\$ 47,250	\$ 15,750
COGS	\$ 11,025	\$ 6,615	\$ 2,205
Gross Margin	\$ 67,725	\$ 40,635	\$ 13,545
vs Target	▲ \$47,725	▲ \$ 20,635	▼ \$ (6,455)