

## Client Business Proposal

Sales Gross Margin Projection (PI Product)



**Customer** Croma

**Product(s)** PI

**Date**

	Discount	COGS	Average NIP	GM Target
Parameters	10%	30%	\$ 6.00	\$ 1,00,000

	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	↑ 278000	→ 89000	↓ -5500

