




# Customer Discount Approval

|            |           |
|------------|-----------|
| Customer   | Croma     |
| Product(s) |           |
| Date       | 10-Oct-23 |

| Parameters | Discount | COGS | Average NIP | GM Target     |
|------------|----------|------|-------------|---------------|
|            | 10%      | 30%  | \$6.00      | \$1,00,000.00 |

|                   | Best Case   | Realistic     | Worst Case    |
|-------------------|---|---------------|---------------|
| Sales Unit        | 100000  | 50000         | 25000         |
| Net Invoice Sales | \$6,00,000.00   | \$3,00,000.00 | \$1,50,000.00 |
| Post Discount     | \$60,000.00   | \$30,000.00   | \$15,000.00   |
| Net Sales         | \$5,40,000.00   | \$2,70,000.00 | \$1,35,000.00 |
| COGS              | \$1,62,000.00   | \$81,000.00   | \$40,500.00   |
| Gross Margin      | \$3,78,000.00   | \$1,89,000.00 | \$94,500.00   |
| vs Target         |  <b>\$2,78,000.00</b>  <b>\$89,000.00</b>  <b>-\$5,500.00</b> |               |               |