

Customer	Croma
Product(s)	P1
Date	21/05/2024

Parameters	Discount	13%	COGS	30%	Avg NIP	\$6,50	GM Target	\$100 000,00
------------	----------	-----	------	-----	---------	--------	-----------	--------------

	Best Case	Realistic	Worst Case
Sales Unit	100000	50000	25000
Net Invoice Sales	\$650 000	\$325 000	\$162 500
Post Discount	\$84 500	\$42 250	\$21 125
Net Sales	\$565 500	\$282 750	\$141 375
COGS	\$169 650	\$84 825	\$42 413
Gross Margin	\$395 850	\$197 925	\$98 963

vs Target ▲ \$295 850,00 ▲ \$97 925,00 ▼ -\$1 037,50