



Customer	Croma
Product(s)	
Date	06/07/25

Parameters

Discount	COGS	Average NIP	GM Target
12.5%	32%	\$5.65	\$1,00,000.00

	Best Case	Realistic	Worst case
Sales unit	100000	50000	30000
Net invoice sales	\$ 5,65,000.00	\$ 2,82,500.00	\$ 1,69,500.00
Post Discount	\$ 70,625.00	\$ 35,312.50	\$ 21,187.50
Net Sales	\$ 4,94,375.00	\$ 2,47,187.50	\$ 1,48,312.50
COGS	\$ 1,58,200.00	\$ 79,100.00	\$ 47,460.00
Gross Margin	\$ 3,36,175.00	\$ 1,68,087.50	\$ 1,00,852.50
vs Target	▲ \$2,36,175.00	▲ \$68,087.50	▲ \$852.50