



Customer	Croma
Product(s)	
Date	23-07-2024

Parameters	Discount	6%	COGS	30%	Average NIP	\$6.00	GM Target	\$1,00,000.00
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	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	\$36,000.00	\$18,000.00	\$9,000.00
Net Sales	\$5,64,000.00	\$2,82,000.00	\$1,41,000.00
COGS	\$1,69,200.00	\$84,600.00	\$42,300.00
Gross Margin	\$3,94,800.00	\$1,97,400.00	\$98,700.00
vs Target	▲ \$2,94,800.00	▲ \$97,400.00	▼ -\$1,300.00