



Customer	Croma
Product(s)	Mouse & Keyboard
Date	23/12/2023

Scenario Planning tool
All values are in USD

Parameter	Discount	COGS	Avg NIP	GM Target
	10%	30%	\$6	\$100,000

	Best Case	Realistic	Worst case
Sales Unit	100000	50000	25000
Net Invoice Sale	\$600,000	\$300,000	\$150,000
Post Discount	\$60,000	\$30,000	\$15,000
Net Sale	\$540,000	\$270,000	\$135,000
COGS	\$162,000	\$81,000	\$40,500
Gross Margin	\$378,000	\$189,000	\$94,500
vs Target	\$278,000	\$89,000	-\$5,500