

Discount Scenario Planning Tool

Customer(s)	Croma
Product(s)	P1
Date	06-10-24

Parameters	Discount	COGS	Average NIP	GM Target
	10%	30%	\$ 6.00	\$ 100,000.00

	Best Case	Realistic Case	Worst Case
Sales Unit	100000	50000	25000
Net Invoice Price	\$ 600,000	\$ 300,000	\$ 150,000
Post Discount	\$ 60,000	\$ 30,000	\$ 15,000
Net Sales	\$ 540,000	\$ 270,000	\$ 135,000
COGS	\$ 162,000	\$ 81,000	\$ 40,500
Gross Margin	\$ 378,000	\$ 189,000	\$ 94,500
vs Target	278000	89000	-5500