

Scenario Planning Tool

Customer Croma
Product P1

Parameters	Discounts	COGS	Average NIP	GM Target
	10%	30%	\$ 6.00	\$ 1,00,000.00

	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	\$ 60,000.00	\$ 30,000.00	\$ 15,000.00
Net Sales	\$ 5,40,000.00	\$ 2,70,000.00	\$ 1,35,000.00
COGS	\$ 1,62,000.00	\$ 81,000.00	\$ 40,500.00
Gross Margin	\$ 3,78,000.00	\$ 1,89,000.00	\$ 94,500.00
VS Target	\$ 2,78,000.00	\$ 89,000.00	\$ -5,500.00