

Customer Discount Approval



Customers	Croma
Product (s)	
Date	7/12/2024

Parameters	Discount	12.5%	COGS	32%	Avg NIP	\$ 5.65	GM Target	\$ 100,000.00
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	Best Case	Realistic	Worst Case
Sales Units	100000	50000	30000
Net Invoice Sales	\$ 565,000.00	\$ 282,500.00	\$169,500.00
Post Discount	\$ 70,625.00	\$ 35,312.50	\$ 21,187.50
Net Sales	\$ 494,375.00	\$ 247,187.50	\$148,312.50
COGS	\$ 158,200.00	\$ 79,100.00	\$ 47,460.00
Gross Margin	\$ 336,175.00	\$ 168,087.50	\$100,852.50
vs Target	▲ \$ 236,175.00	▲ \$ 68,087.50	▲ \$ 852.50