

A. Compose an email to internal staff

Dear Pharma Enterprises staff,

I am excited to announce that we have been awarded an exclusive contract and will begin distributing Nasaquil, a new, over-the-counter treatment for influenza next January. With this product comes new opportunities and some minor disadvantages to work around, and it is imperative that we all work together to make this launch and distribution a success.

Two of the reasons I am most excited about Nasaquil are that this product is easily accessible (no need for a prescription) and, based on, initial clinical trials, this product may help lower the severity of influenza and infection duration. Each year, there are anywhere from 12,000 to 52,000 flu-related deaths in the United States alone. If this product continues to be as promising as expected and reduces disease severity, we would play a key role in reducing the number of deaths related to influenza. This product is history in the making!

While initial trial data is positive, we are still working to collect information regarding Nasaquil's long-term efficacy. With that in mind, I would like us to continue investing in research. As you know, we have built extensive relationships with medical providers and these colleagues will be using our new online portal to share patient data regarding this medication. Additionally, Nasaquil users can also create an account to complete surveys, share their experience, and help improve the overall experience in the future. This ongoing data collection will strengthen our credibility and reflects our commitment to safety and transparency.

Additionally, as with any new launch, we have some distribution hurdles. Due to the nature of this product and the need to be shipped in refrigerated containers from Europe, our delivery timelines will be constrained to weekends only during this initial launch. That being said, we are coordinating with our partner, Pruhart Tech, to acquire additional refrigerated shipping containers to open additional delivery windows beyond weekends and increase the number of shipments we will receive.

I appreciate your teamwork and coordination through this launch and beyond. Nasaquil's success is dependent on us—but I know our team is fully capable of addressing any obstacles that come our way. If you have any questions or concerns regarding the launch, please don't hesitate to reach out to me directly.

Sincerely,

Kristen Soelberg
Product Manager

B. Compose an informational email to external stakeholders

Dear Investors R Us,

As you are aware, Pharma Enterprises has been awarded an exclusive contract to distribute Nasaquil, a new, over-the-counter treatment for influenza. With this new product comes exciting opportunities, along with several financial impacts, and we would appreciate your support throughout this process.

Impact 1: Long-term Efficacy Data

As Nasaquil is a new, never-before-seen product, long-term efficacy data is limited—though initial trial data is positive and was enough for FDA approval. In order to strengthen the credibility of this product, we plan to continue collecting data and investing in research regarding the product. We have extensive relationships with medical providers and will be teaming up with them to collect more patient data via an online portal. This portal will allow providers to document patient outcomes, participate in surveys, and allow us to track additional data trends. Additionally, Nasaquil users will also be able to create an account, complete surveys, and share their experience to help improve the product for future use.

Impact 2: Distribution

As with the launch of any new product, Nasaquil comes with some distribution hurdles. Due to the nature of this product and the need to be shipped in refrigerated containers from Europe, our delivery timelines will be constrained to weekends only during this initial launch. That being said, we are coordinating with our partner, Pruhart Tech, to acquire additional refrigerated shipping containers. These dedicated shipping containers will be owned and used solely by Pharma Enterprises which will open additional delivery windows beyond weekends and increase the number of shipments we can receive each week.

Your Support

In order to overcome these financial impacts, we are requesting an increase in Q1 funding. We plan to use the allotted funding to purchase 10 refrigerated shipping containers and to hire 3 new employees who will be data liaisons and will monitor the provider and patient user data.

We appreciate your confidence in us and your continued partnership. Please take the next 3 weeks to review the attached product information, financial proposal, and projected savings, and come prepared to discuss during our Q2 meeting on **May 26**. Should you have any questions before our meeting, feel free to reach out to me directly.

Sincerely,

Kristen Soelberg
Product Manager

C. Compose a consumer-facing blog post

Each year, an estimated 9 to 41 million people contract the flu and, during more severe years, as many as 52,000 flu-related deaths are reported.

While prevention is an effective tool in decreasing infection rates, the relief flu vaccines provide is limited by the strains included in that year's vaccines and their inability to deliver long-lasting protection.

This is where Nasaquil steps in. Nasaquil is the first-ever *treatment* for influenza! While most medicines prescribed to help influenza only address symptoms, Nasaquil targets the infection at the source. In clinical trials, Nasaquil was shown to not only lower influenza severity, but to reduce the duration of infection as well.

Besides being the first treatment of its kind, this medication is easily accessible—no prescription necessary! When you need relief fast and can't get an appointment to see your doctor, you can now stop by your local pharmacy to pick up Nasaquil over the counter and start your treatment immediately; relief is on the way!

While the flu vaccine is dependent on which strains have been selected for that year's vaccine, Nasaquil works on *all flu strains*! That's right—Nasaquil isn't limited like other flu remedies.

While there are risks associated with taking a new medication for the first time, Pharma Enterprises is committed to patient safety. Medical providers and patients have access to a user portal on the [Nasaquil website](#) where they can complete surveys, share experiences, and help improve the product for future users.

While influenza can't be eradicated, Nasaquil is here to help you get back to what matters most: living your life.

D. Compose a persuasive letter to the business partner

Dear Diego,

Pharma Enterprises is excited to be partnering with you for our launch of Nasaquil in January! We truly believe in the impact this product may have on the world and are grateful to have such a knowledgeable team working with us.

As we have discussed, the biggest challenge to our production needs is your limited number of refrigerated shipping containers and the weekend delivery constraints. We are committed to alleviating the strain this puts on your team, and I am pleased to report we may have a solution.

I have spoken with our investors, and they have agreed to increase funding so we can purchase 10 of our own dedicated refrigerated shipping containers. By purchasing these containers, we will not only open up additional delivery windows for Nasaquil shipments, but we will also free up your containers to allow for additional shipping opportunities—whether with us or your other partners—and potentially open up weekend availability for your employees. This may also reduce your logistical costs as you will not need to purchase additional containers to continue scaling your business.

I know this is a significant change and understand if you need to take some time to think about how this may reduce pressures for Pruhart Tech in the future. Nasaquil's success depends on our partnership so I want to make sure we support you and your team in any way we can.

I look forward to hearing your thoughts on this new move. If you would like to hop on a call to discuss it further, my calendar is pretty open next week.

Sincerely,

Kristen Soelberg

Product Manager

E. Compose responses to the customer complaint about the product

1. Develop a public response for publication on the company's social media page

Dear Nasaquil family,

As many of you know, there is a public complaint about Nasaquil's effectiveness circulating the internet. While there are risks associated with taking any new medication for the first time and reactions can be affected by personal health history and influenza infections themselves, we take all concerns seriously regarding the health of our customers and would like to take a moment to address this complaint.

As you know, Nasaquil was granted FDA approval after extensive clinical trials—but the research for our product does not stop there. Along with Nasaquil's launch to consumers, we also created a user portal on the [Nasaquil website](#) where medical providers and patients can complete surveys, share experiences, and help improve the product for future users. The customer who shared this public complaint is working directly with our team so we can further investigate the reasons behind his wife's illness.

Pharma Enterprises is committed to patient safety and reducing the number of those harmed by influenza infections. If you have any questions or concerns about the product, we invite you to create a user account and submit them via the portal.

Thank you for trusting us to take care of you and your loved ones,

Pharma Enterprises

E. Compose responses to the customer complaint about the product

2. Develop a direct private message with a proposed remedy

Dear John Doe,

Thank you for notifying Pharma Enterprises of the concerns regarding your wife's reaction to Nasaquil. Nasaquil is a safe, FDA-approved medication that completed extensive clinical trials before being released to the public. As you know, there are risks associated with taking any new medication for the first time and reactions to said medication can be affected by personal health history or the influenza infection itself. However, we take all concerns seriously regarding the health of our customers and would like to continue working with you to learn more about your wife's condition and offer support how we can.

In your post on Facebook, you mentioned that your wife got very ill after taking Nasaquil but didn't share more details. To understand the full impact our product may have had, we will need further documentation regarding your wife's health. If you have a few minutes, we would appreciate if you could upload this data to the user portal located on the [Nasaquil website](#) so our team of medical providers can review and further assist you and your wife with medical treatment and associated costs as needed.

Additionally, we would like to offer you a full refund for the cost of your Nasaquil purchase. When you submit your wife's documentation to the Nasaquil site, there will be an option for you to upload your receipt and list an address where we can send a reimbursement check. Once approved, this check will be mailed and delivered within 3–5 business days.

Again, we appreciate you bringing these concerns to our attention. If there is a serious side effect we did not see in the clinical trials, we must continue investigating to ensure the safety of all our customers—and we need your help.

If you have any questions, please reach out to me directly at ksoelberg@nasaquil.com.

Sincerely,

Kristen Soelberg
Product Manager