

From: ABrown@babystrong.com

Subject: Forecast for Baby Formula & Supplements

Date: Jan 7, 2019

To: MRosen@babystrong.com

Dear Marion,

I know you and your assistant are working on the forecast for infant formula and baby supplements. I am really excited about this. I am ready to prepare the new promotion showing how baby supplements can be used as part of a cleanse or detoxification diet. When corporate heard about the forecast they agreed to raise my promotion budget by 40%.

I've heard some rumors that health concerns may make the product unusable for these special diets. Do not worry about that now. Even if we discover that it is true, I can still use the budget increase to support sales of our products. Maybe we can increase sales even if we can't run the new promotion. Please approve the forecast immediately so that we can lock in the budget before it is too late.

Best regards,

Allen

Allen Brown
V.P. Product Management

BabyStrong
Raising your Baby

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