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## Pharmaceutical Product Sales Sample Proposal

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June 18, 20xx

Jack Magrite  
VP, Product Development  
Carter Clarice Pharmaceuticals  
9100 Circle Drive  
Elizabeth, NJ 07202

Dear Mr. Magrite,

Please find enclosed a proposal offering your company the opportunity to distribute and sell two of our new supplement products, B-All Recovery Formula and Swallow-EZ Wellness Formula.

These two products have been developed especially for patients with incurable diseases and designed to complement specific prescription drugs that you already sell. You will find that recommending these two formulas in combination with your medicines will enhance patients' health and physicians' satisfaction with your drug products and your company.

After considering the enclosed proposal, please call to further discuss this opportunity.

Sincerely,

Corliss Monahan  
Marketing Director  
BraneTeam Biolabs  
555-555-5555  
cmonahan@BraneTeamBiolabs.com  
www.BraneTeamBiolabs.com

June 18, 20xx

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# Proposal

## Distribution of BraneTeam Biolabs Pharmaceuticals

Prepared for: Jack Magrite  
VP, Product Development

Prepared by: Corliss Monahan  
Marketing Director

## Description

Carter Clarice Pharmaceuticals has a successful business selling medications to hospitals and pharmacy outlets, and is in the business of marketing products to the medical profession.

BraneTeam Biolabs has two products developed especially for patients with incurable diseases and designed to complement specific prescription drugs that you already sell.

BraneTeam Biolabs would like to offer Carter Clarice Pharmaceuticals the opportunity to distribute these products.



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# Needs Assessment

Carter Clarice Pharmaceuticals has a successful business selling medications to hospitals and pharmacy outlets, and is in the business of marketing products to the medical profession.

Many of the medications you sell have documented side effects, such as numbness, decreased circulation, dizziness, mental confusion, or digestive problems such as constipation or diarrhea. Most of these side effects are caused by insufficient levels of vitamins, especially B vitamins, which are essential to the human body to regenerate cells and maintain normal functions. Our supplement products—B-All Recovery Formula and Swallow-EZ Wellness Formula—are designed to be used in combination with prescription medications to restore and maintain healthy levels of essential vitamins for long-term patients.

Patients who experience significant side effects from their medications are likely to stop taking them or switch to different prescriptions. Alleviating side effects will enable patients to use your medications longer and with more satisfactory results for both patients and their physicians.

Distributing our supplements along with your drugs is likely to result in more sales of those drugs and an improved reputation for your company.

## Needs

Many of your drugs have known side effects. Many of these side effects are caused by vitamin deficiencies that can be remedied by our products. See the Products page for descriptions of our formulas.

## Market

Patients with long-term illnesses who must take medications for extended durations will benefit from a better quality of life by taking our supplements along with their medications. This represents a significant market opportunity for Carter Clarice Pharmaceuticals.

## Solution

Contract with BraneTeam BioLabs to distribute and sell B-All Recovery Formula and Swallow-EZ Wellness Formula tablets. We offer a variety of purchasing options. See the Options page for details.





# Products

We offer two products for your consideration:

## **B-All Recovery Formula – Vitamin B Combination for Cell Regrowth and Healthy Metabolism**

This product is a unique combination of the following ingredients:

- ❑ Vitamin B1, which is crucial for forming healthy blood cells, metabolizing carbohydrates, and for the daily production of stomach acid for proper digestion. B1 helps the body convert sugar into usable energy. It is necessary for normal function of all body cells, but is especially important in regulating the function of the heart, muscles, and nervous system. B1 enhances circulation and brain activity.
- ❑ Vitamin B2, which assists the body in metabolizing carbohydrates, proteins, and fats, and in maintaining healthy function of the digestive system and the nervous system.
- ❑ Vitamin B5, which is essential for the body to synthesize Coenzyme A (CoA), which makes cells produce energy. B5 also aids in metabolizing carbohydrates, fats, and proteins. B5 is required to maintain a healthy nervous system and to produce steroid hormones and adrenal hormones, as well as for growth and development throughout the human body. Patients without a proper level of B5 often experience depression.
- ❑ Vitamin B6, which aids in the maintenance of the nervous system, and is needed to metabolize fats, acids, and carbohydrates and prevent skin problems and neurologic problems.
- ❑ Vitamin B12, which is necessary for development of red blood cells, for cell growth and reproduction, and for synthesis of myelin and nucleoprotein. B12 prevents anemia, aids in retarding the progression of neurologic disorders, and helps the digestive process.



## Swallow-EZ Wellness Formula

Unlike many multivitamins, these tablets are small and coated with a slick covering to make them easy to swallow and digest. We recommend selling Swallow-EZ in combination with the B-All Recovery Formula for complete body system support. Swallow-EZ Wellness Formula is a unique combination of the following vitamins, herbs, and antioxidants:

- ☑ Vitamin C
- ☑ Vitamin A
- ☑ Vitamin D3
- ☑ Zinc
- ☑ Selenium
- ☑ Sodium
- ☑ Echinacea Extract
- ☑ Goldenseal root
- ☑ Angelica root
- ☑ Bioflavonoids





# Benefits

Our B-All Recovery Formula is formulated to relieve many symptoms caused by long-term illness and to alleviate the side effects of certain prescription drugs. Swallow-EZ Wellness Formula is designed to complement B-All Recovery Formula for a complete immune system boost. Patients taking B-All Recovery and Swallow-EZ Wellness Formulas will realize the following benefits:

## Improved mental acuity and memory

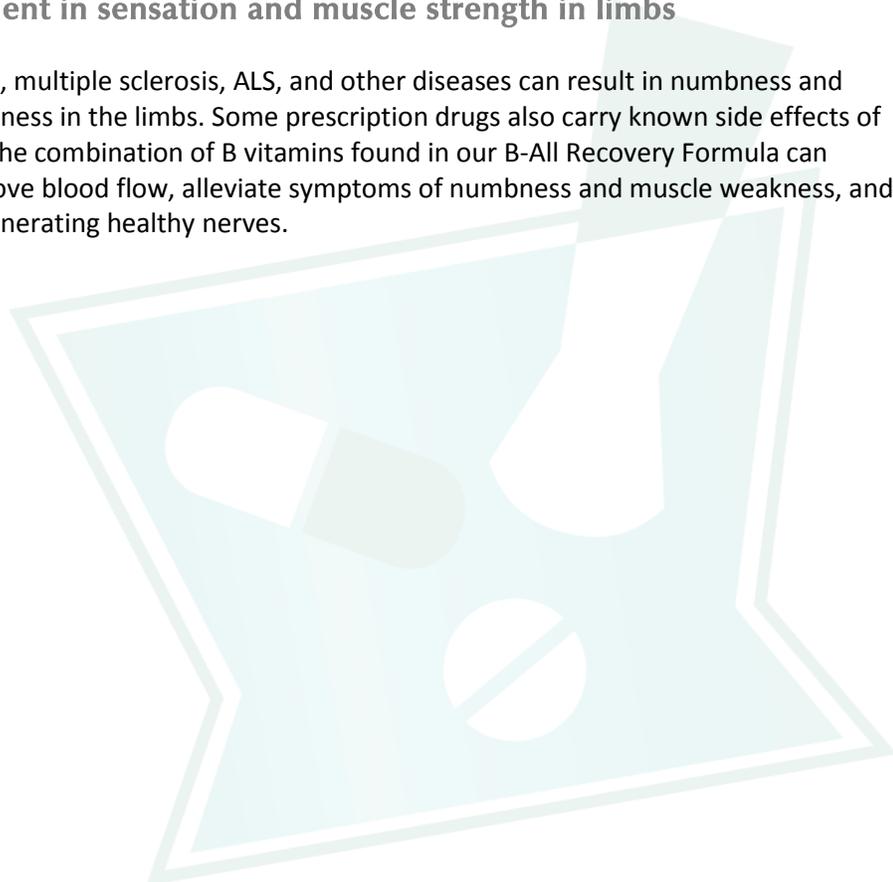
A lack of B1 causes cognitive problems in patients suffering from HIV/AIDS, Alzheimer's, Korsakoff's Syndrome and Wernicke's Encephalopathy. B-All Recovery Formula restores B1 concentrations to appropriate levels.

## Improved circulation and heart function

B-vitamin deficiencies often cause poor circulation or slow heartbeat. B-All Recovery Formula will improve overall circulatory system health for many patients.

## Improvement in sensation and muscle strength in limbs

Fibromyalgia, multiple sclerosis, ALS, and other diseases can result in numbness and muscle weakness in the limbs. Some prescription drugs also carry known side effects of numbness. The combination of B vitamins found in our B-All Recovery Formula can greatly improve blood flow, alleviate symptoms of numbness and muscle weakness, and assist in regenerating healthy nerves.



### ☑ Improved digestion

Loss of appetite, poor digestion, chronic constipation, and loss of weight are common symptoms of many diseases. Restoring B vitamins to the proper level will help patients experience better nutrient absorption and energy conversion.

### ☑ Improved moods, energy levels, and restoration of restful sleep

Depression, lack of energy, and insomnia are frequent complaints of patients with incurable diseases. B-All Recovery Formula will restore the proper functioning of the nervous system.

### ☑ Improved resistance to disease and infection

Our Swallow-EZ Wellness Formula can boost any immune system, especially if taken in combination with the B-All Recovery Formula.

## Summary

Patients on certain drug regimes and with incurable illnesses will benefit from incorporating B-All Recovery Formula and Swallow-EZ Wellness Formula into their regular drug regimen. XXX Pharmaceuticals will benefit from patients suffering fewer side effects while taking their drugs, which may result in more sales and longer dosage periods.





# Patents

BraneTeam Biolabs has obtained patents that give us a competitive edge for these products.

 **Patent # 97855000**

Unique B-Vitamin formula for nerve and cell regeneration.

This is the formula found in B-All Recovery Formula.

 **Patent # 97855001**

High-concentrate vitamin and herbal extract formula for general wellness supplement.

This is the formula found in Swallow-EZ Wellness Formula.

 **Patent # 97855002**

Digestible coating for time-release tablets.

This is the formula for the slick coating that promotes predictable timed release of ingredients and makes B-All Recovery Formula and Swallow-EZ Formula tablets easy to swallow.

## Notes

BraneTeam Biolabs currently holds 36 patents for its unique supplement formulas and delivery devices.





# S A M P L E

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