Red Bull: Key Account Manager  
  
Hi Sarah,

I have reviewed the concerns of EMRECo and have analyzed the data they provided. I plan to make the following recommendations:

Increase our presence in their stores. We are currently not present in a third of their stores, and I want to understand why. I will encourage them to start stocking us in these locations.

Replace their aging ColaCo coolers with our Red Bull coolers. The data shows that our coolers generate more sales than ColaCo coolers. On average, a Red Bull cooler delivers $1,350 in sales, while a ColaCo cooler delivers only $800. I also noticed that more Red Bull coolers per store leads to increased sales.

Highlight our superior margins. EMRECo is concerned about margins, and we have data to show that our margins are far superior to ColaCo's. Red Bull margins are 35%, which is 15 percentage points higher than ColaCo. This should be very enticing to them, especially since their own data shows that their Red Bull margins grow with an increase in unit sales.

Assess inventory levels. EMRECo is also concerned about inventory levels. Their customers have been complaining about products being sold out recently. I don't know if this applies to Red Bull, since we don't have any data on that. I plan to talk to their category manager to see if this is an area of opportunity for us.

I will keep you updated on my progress.

Thanks,   
Sethuraman B