**LETTER TEMPLATE**

**BUSINESS INTRODUCTION LETTER**

**[Company Letterhead]**

**[Date]**

**[Recipient Name]**

**[Job Title/Position]**

**[Recipient Company]**

**[Company Address]**

Dear Mr./Ms./Mrs. **[Recipient Surname],**

I am **[Name of Contact Person]** working as part of the marketing team of **[Name Of Sending Company]**. On behalf of the company, I am sending you this letter to formally introduce our company which has been in the industry for over **[N]** years.

Our company takes pride in being the first department store in **[Location]** bringing high-quality standard goods and services to our customers. According to a recent survey, even with a number of competitions in the area, our company is still the number one department store that people between the ages of **[N and N]** go to. Our company strives to bring our customers the quality of goods and services that they deserve. As an employee of the company, I believe that the company’s dedication to bringing satisfaction to its customers and providing them with goods and services at very affordable and competent prices are the key factors why our company is still sought after and patronized by different generations.

We would like to offer your company an opportunity to display and sell your products in all our branches. I will contact you in a few days to discuss the details of our company’s offer.

I have sent you some documents for you to know more about us. I look forward to our first meeting.

Thank you.

Best regards,

**[Name Of Sender]**

**[Job Title/Position]**

**[Company Name]**

**[Contact Details]**