**BUSINESS INTRODUCTION LETTER**

**[Date]**
Dear **(Name of the addressee),**

First and foremost, we thank you for the interest shown by you in our product **(use the product name).**

We at **(name of company)**, are constantly trying to upgrade our products and improve our services to suit our customers' requirements. We are pleased to introduce our latest product, **(product name)**, designed specially to satisfy your needs. We assure you that this product is extremely cost-effective, user-friendly, eco-friendly in nature.

We are attaching a printed brochure and price list of our product along with this letter for your reference. This will help you get a better idea about the product's features. We would also like to welcome you to come and see the product in person. The product will be kept on display at:

**Wendy's Supermarket**
Pudding Street, Annandale, NJ 08801

**Date of Display:**Oct. 5 to Oct. 8, 20XX
**Time:** 9 am to 8 pm

For any other queries, please feel free to call on our toll-free number mentioned above. We thank you for your past and continued patronage to **(name of company)**.

Sincerely,

-s/d
**(Sender's name)**
Marketing Manager
**(Name of the Company)**