**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)**