To,

David Benedict

Managing Director

Benedict International Computers

London, United Kingdom

Date: 1st May 2015

Subject: business proposal cover letter

Respected Sir,

I, James Parker, the senior business analyst working at this firm am writing to you to propose a business step that can help us move forward and earn more profits in the next 2 years. I am enclosing a detailed proposal for your reference.

Sir, through my evaluation and analysis, I have found that the only area that we are lacking on is effective customer interaction and marketing. Our products and its quality is top notch but it seems that we are unable to put that product in front of the customers in an effective and convincing way. For this, I suggest change in your product advertising and marketing strategies.  Along with the head of Marketing-Mrs. Paula Jobs, I have sketched out a plan that is sure going to bring in more money and provide visibility to our brand. I hope that you will give your thought and consideration to this proposal.

Please let me know what you think,

Thanking you

Yours sincerely

James Parker