

# BUSINESS LETTER



Returning address

Date

Phone number

Mr John Doe  
Legal address

Dear Mr Doe,

I am writing in return to your proposal of the new planes retail sales. Our company is interested in drawing new business partners. We promptly research all the proposals we get and reply to the requests following the company policies. Our top priority is product quality, despite whether it is our own brand or the product of other companies. Based on this criteria comes the next point of our policy – the company. We value our image and double check everything before the final decision is taken. This builds up the company's reputation – its relation and interaction with other businesses, its reliability and responsibility for the wide range of products, distributed in the retail chain all over the country.

Our company handles the sales of the midrange hand planes you proposed produced under our own trademark [Trademark name], as well as other different manufacturers. As it was previously mentioned, our primary intention is to satisfy the customer's needs with a product of highest quality. When we talk about the mid range hand planes, the quality of the steel comes in the first place. For example, all the



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[Trademark name] products are made of the best iron and high-carbon steel in order to meet the demands of the consumers or even exceed them. Our high-quality steel allows holding the edge as long as needed and the thick irons eliminate the vibration during the use of the tool, which leads to a smooth finish. Your proposal is rather intriguing. The mid range hand planes are very popular nowadays. Most of retail stores offer a broad range of them, varying in prices, quality and the field of usage. Our prices are above average, but they are proved by the highest quality of our products. Price range varies based solely on the manufacturer of the hand plane. High quality is a continuous demand that we set for all of our partner companies. The low price cannot be reasoned by the lower quality. In the case of yours, the quality of the mid range hand planes is rather good for the average users. Unfortunately, it does not meet the high standards of our company. Some of the key components of the hand planes you have proposed require improvement. For example, you have to use the steel of higher quality to avoid the durability issues that might be caused by the material. Also some parts require more metal to be used to make them more pressure resistant. Finally, your product needs to get some strong point to be able to compete with the other similar mid range hand planes. But your product might be rather popular with the users who do not seek for extra durability or extensive use of the product.

Our company likes getting business proposal from other businesses, especially the one like yours. We look forward to signing new contracts and expanding the retail chain to a higher extent. We hope the small businesses like you are able to compete with the more developed ones due to the innovative ideas and nontraditional approach. Please consider this advice for the future. We will be so glad to get another business proposal from you in the close future. We always tolerate the



innovative ideas and look forward to seeing some from you, as your company can become one of our business partners in the future. Just remember you need to focus on the highest quality approach, and then the demand for your product would increase tremendously.

Yours sincerely,

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