

Introduction Letter for Business



Name of company/Company letterhead

Address

Contact number

Email id

Date:

To,

Addressee's name

Addressee's position (If applicable)

Company name (If applicable)

Address

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, 2012

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)