# Business Partnership Letter of Introduction and Request

Mr. Peter Smith

Big Business

989 Long Street

Somewhere, USA 54321-4321

Dear Mr. Smith

We feel very honored to be able to request a joint business venture with you and your company. Based on what we have already seen and researched, our two companies could greatly benefit from doing business together. This letter serves as an introduction of who we are as a company and the values which we feel coincide with yours. I am confident that you would agree that our companies share a joint vision and would move beyond the crowd with this proposed venture.

Our graphic design company is situated in the heart of The Villages, Florida, which is currently the fastest growing city in the United States. From 2010 – 2017, the population has increased by 32% and there are no signs of slowing down. With the influx of the population, there has also been an influx in businesses and other small enterprises, each of whom needing branding and advertising. Therefore, there is no shortage of work or possibilities for expansion.

We have been in the business of design since 2007 and have grown from small home business to a successful company with 25 members of staff. We have a dedicated team of designers who are highly skilled in designing and updating brands and other merchandise. Our hardware is second to none, and we can high-quality products within the constraints of any deadline. That being said, to date, we have not missed a deadline, and our record speaks for itself in terms of our dedication and passion for design and business.

Our board of directors set a diversification strategy and sought out an advertising company who embodied the same values as ours. Not only does your company have the same values, but we believe that in joining hands, we could expand our business to the entire state of Florida. However, merely focusing on one state is not the end of the road for us, as we seek to expand to become a national company, serving the needs of businesses across the nation.

Your company has an excellent reputation of advertising and increasing revenue and your current network of partners is impressive. However, we feel that a combination of your advertising strategies and our expert designs, we could become a formidable team in both the digital and print world.

Your research team has shown to delve deep into current advertising trends and has produced excellent results in terms of modern advertising strategies and campaigns. In joining forces, we could procure several clients and expand both our businesses beyond their current borders.

For further examples of the work we have done to date, you can visit our website. There you will find a full portfolio of both the digital and hardcopy products that we have delivered. We are looking forward to working with you on future projects and foresee a prosperous journey together.

Sincerely,

John Dow