**NEW BUSINESS INTRODUCTION LETTER**

[DATE]

[RECIPIENT’S COMPLETE NAME]

[RECIPIENT’S POSITION]

[COMPANY NAME]

[ADDRESS]

Dear Mr./Ms. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_,

Greetings!

I hope this letter finds you well. I am writing to introduce our company, [Company Name], which is currently venturing into a new business in the [Type of Industry] industry.

The new business will be managed by [Name of Manager]. Its main location will be in [Business Location]. The main services offered by the business include the following: [Types of services].

The business is composed of competent, highly-skilled, talented, and courteous staff and employees. This is very important for the company since it wants to emphasize customer service and satisfaction. If you want to know more about this new venture, please refer to the attached documents. You can also contact me for additional details.

Respectfully yours,

[SENDER’S COMPLETE NAME]

[SENDER’S POSITION]

[COMPANY NAME]

[CONTACT DETAILS]