

# Franchise Agreement Negotiation Letter

Date: [Insert Date]

To: [Franchisee's Name]

[Franchisee's Address]

Dear [Franchisee's Name],

I hope this message finds you well. As part of our ongoing commitment to enhancing our franchise offerings, we would like to initiate discussions regarding updates to our product offerings outlined in our franchise agreement.

We believe that by updating our product line, we can better meet the needs of our customers and enhance overall sales performance. We propose to discuss the following:

- Introduction of new products
- Discontinuation of underperforming items
- Adjustment of pricing strategy
- Collaborative marketing initiatives

We would appreciate your feedback and would like to schedule a meeting to discuss these changes in detail. Please let us know your availability for the coming weeks.

Thank you for your continued partnership, and we look forward to your response.

Sincerely,

[Your Name]

[Your Position]

[Company Name]

[Contact Information]