

Subject: Important Update on Our Business Model

Dear [Recipient's Name],

We hope this message finds you well. We are writing to inform you of an important change to our business model that we believe will enhance our service offerings and better meet your needs.

As of [date], we will be transitioning to a new business model that focuses on [brief description of new business model, e.g., subscription services, direct-to-consumer sales, etc.]. This change is aimed at [explanation of purpose, e.g., improving efficiency, providing better value, etc.].

Here are some key details about this transition:

- **New Features/Services:** [List any new features or services].
- **Benefits:** [Explain the benefits of the change].
- **Implementation Date:** [When the change will take effect].

We understand that changes can raise questions, and we are here to support you throughout this transition. For any inquiries or further information, please do not hesitate to contact us at [contact information].

Thank you for your continued support and partnership.

Sincerely,

[Your Name]
[Your Position]
[Company Name]
[Contact Information]