

Letter of Explanation

Date: [Insert Date]

To: [Recipient's Name]

From: [Your Name]

Subject: Explanation for Unsuccessful Product Launch

Dear [Recipient's Name],

I hope this message finds you well. I am writing to provide an explanation regarding the recent launch of our product, [Product Name], which unfortunately did not meet our expectations.

Despite our rigorous planning and extensive market research, several unforeseen factors contributed to the product's underperformance. These include:

- **Market Conditions:** Changes in market trends significantly shifted consumer demand during the launch period.
- **Competitive Landscape:** An unexpected entry of competitors with more attractive pricing impacted our sales.
- **Marketing Strategy:** Feedback indicated that our marketing messages did not resonate as intended with our target audience.
- **Supply Chain Issues:** Delays in product delivery caused stock shortages, preventing us from meeting customer demand.

We take these insights seriously and are committed to analyzing our missteps to ensure future success. We are implementing strategic changes, including a revised marketing approach and stronger distribution partnerships, to better align with market expectations.

Thank you for your understanding and support as we navigate this challenging situation. We are dedicated to improving and delivering a product that meets our customers' needs.

Sincerely,

[Your Name]

[Your Title]

[Your Company]