

[Your Name]

[Your Position]

[Your Company]

[Date]

[Recipient's Name]

[Recipient's Position]

[Recipient's Company]

Dear [Recipient's Name],

I hope this message finds you well. I am writing to express my sincere regret regarding the recent introduction of our new product, [Product Name]. We had high expectations for its performance, but unfortunately, it has not met the anticipated standards.

We recognize the importance of delivering quality products to our customers and understand that our recent launch may have caused disappointment. Please be assured that we are actively analyzing the situation to identify the root causes of this underperformance.

Your feedback is invaluable to us, and we would greatly appreciate any insights you might have on this matter. We are committed to making the necessary improvements to restore your confidence in our offerings.

Thank you for your understanding and support as we work through this challenge. We look forward to your continued partnership.

Sincerely,

[Your Name]

[Your Position]

[Your Company]