

Vendor Pricing Realignment Proposal

Date: [Insert Date]

To:

[Vendor Name]

[Vendor Address]

[City, State, Zip Code]

Dear [Vendor Contact Name],

We hope this message finds you well. As part of our ongoing efforts to maintain a competitive edge in the market and ensure sustainable business operations, we are proposing a realignment of pricing for the products/services provided by your company.

Our analysis indicates that the current pricing structure may not adequately reflect the value delivered, especially considering [mention any relevant factors such as market changes, cost fluctuations, etc.]. Therefore, we would like to discuss a revised pricing model that aligns with our mutual goals.

Please find below our proposed changes:

- Product/Service: [Description]
- Current Price: [Current Price]
- Proposed Price: [Proposed Price]
- Effective Date: [Proposed Effective Date]

We believe that this realignment will not only serve our current needs but also foster a stronger partnership moving forward. We would appreciate the opportunity to discuss this proposal in more detail and explore any alternatives you might suggest.

Please let us know a convenient time for a meeting or feel free to reach out with any immediate questions or feedback.

Thank you for your attention to this matter. We look forward to your response.

Best regards,

[Your Name]

[Your Position]

[Your Company]

[Your Phone Number]

[Your Email]