

# Proposal for Product Diversification

Sender Name  
Sender Position  
Company Name  
Company Address  
City, State, Zip Code  
Email: sender@example.com  
Phone: (123) 456-7890  
Date: [Insert Date]

Recipient Name  
Recipient Position  
Supplier Company Name  
Supplier Company Address  
City, State, Zip Code

Dear [Recipient Name],

I hope this message finds you well. We have been assessing our current product lineup and have identified potential areas for diversification that could mutually benefit our companies.

We propose to explore the possibility of introducing [specific product or category] to our offerings. We believe this diversification aligns with market trends and addresses customer demand, thereby enhancing sales and market presence for both our companies.

We would appreciate the opportunity to discuss this proposal further at your earliest convenience. Please let us know a suitable time for a meeting or call to discuss potential strategies and next steps.

Thank you for considering this proposal. We are excited about the potential for collaboration and look forward to your response.

Best regards,  
[Sender Name]  
[Sender Position]  
[Company Name]