

# Notification of Pricing Strategy Modification

Date: [Insert Date]

Dear [Recipient's Name],

We hope this message finds you well. We are writing to inform you of an upcoming modification to our pricing strategy that will take effect on [Effective Date].

After careful consideration and analysis of current market trends, we have decided to adjust our pricing to better align with our value proposition and enhance our service offerings.

The key changes include:

- Adjustment of [specific product/service] pricing by [% Change].
- Introduction of [new pricing plan or package].
- Changes to [any relevant discounts or promotions].

We believe these modifications will not only help us sustain our quality and service but also provide you with greater value. We remain committed to your satisfaction and are here to discuss any concerns you may have.

Thank you for your understanding and continued support.

Sincerely,

[Your Name]

[Your Position]

[Your Company Name]

[Your Contact Information]