

Business Model Adaptation Proposal

Date: [Insert Date]

To: [Recipient Name]

Title: [Recipient Title]

Company: [Recipient Company]

Address: [Recipient Address]

Dear [Recipient Name],

In light of the recent market trends and evolving consumer preferences, we have conducted a comprehensive analysis of our current business model. It has become clear that adaptation is necessary for sustained growth and competitiveness in our industry.

We propose the following adjustments to our model:

- **Shift to Digital Platforms:** Enhance our online presence and e-commerce capabilities.
- **Subscription Services:** Introduce flexible subscription plans to increase customer retention.
- **Focus on Sustainability:** Implement eco-friendly practices to appeal to environmentally conscious consumers.

These changes will not only align us with current market demands but also position us strategically for the future.

We would love to discuss this proposal in more detail and explore potential collaborations that could arise from these adaptations.

Thank you for considering this proposal. I look forward to your feedback.

Sincerely,

[Your Name]

[Your Title]

[Your Company]

[Your Contact Information]