

[Your Company Letterhead]

[Date]

[Recipient's Name]

[Recipient's Title]

[Recipient's Company]

[Recipient's Address]

Subject: Adjustment to Pricing Strategy

Dear [Recipient's Name],

We hope this message finds you well. We are writing to inform you of an adjustment to our pricing strategy that will take effect on [Effective Date]. After careful consideration and analysis of market trends, we have decided to modify our pricing structure to better align with our business objectives and customer needs.

The new pricing structure will be as follows:

- [Product/Service 1]: [New Price]
- [Product/Service 2]: [New Price]
- [Product/Service 3]: [New Price]

We believe this adjustment will not only enhance our competitiveness but also provide greater value to our customers. We appreciate your understanding and continued partnership as we implement this change.

If you have any questions or concerns regarding this adjustment, please do not hesitate to reach out to us directly at [Your Contact Information].

Thank you for your attention to this matter.

Sincerely,

[Your Name]

[Your Title]

[Your Company]

[Your Contact Information]