

Letter to Stakeholders: Rationale for Price Modification

Date: [Insert Date]

To: [Stakeholder Name]

From: [Your Name]

Subject: Rationale for Price Modification

Dear [Stakeholder Name],

We hope this message finds you well. We are writing to inform you about an upcoming modification to our pricing structure that will take effect on [Insert Effective Date]. This decision has been carefully considered, and we would like to take this opportunity to share the rationale behind it.

- 1. Increased Costs:** Over the past year, we have experienced significant increases in [raw materials, labor, distribution, etc.], which have impacted our operational costs.
- 2. Value Enhancement:** We have implemented several improvements to our products/services, including [list enhancements], ensuring that our offerings remain competitive and of high quality.
- 3. Market Trends:** Current market analysis indicates a shift in pricing structures within our industry. Adapting our prices will allow us to align with these market trends while ensuring sustainability.

We understand that price modifications can be a concern. However, we believe that these changes will ultimately reinforce our commitment to delivering quality and value to our customers, and by extension, to our stakeholders.

We appreciate your understanding and continued support. Should you have any questions, please do not hesitate to reach out.

Thank you for your attention to this matter.

Sincerely,

[Your Name]

[Your Position]

[Your Company]

[Contact Information]