

# Proposal for Expanding Reseller Supply Sources

Date: [Insert date]

To: [Recipient's Name]

[Recipient's Position]

[Company Name]

[Company Address]

Dear [Recipient's Name],

I hope this letter finds you well. We are writing to propose an initiative to expand our reseller supply sources, which we believe will significantly enhance our product offerings and improve overall sales performance.

## Objectives

- Identify new potential suppliers for competitive pricing.
- Diversify our product range to attract a broader customer base.
- Improve supply chain reliability and reduce risks associated with single sourcing.

## Proposed Action Plan

1. Conduct market research to identify potential new suppliers.
2. Engage with current resellers for feedback on potential suppliers.
3. Establish criteria for evaluating and selecting new suppliers.
4. Negotiate terms and initiate pilot programs with selected suppliers.

## Expected Outcomes

We anticipate that by implementing this proposal, we will achieve better pricing, increased product variety, and enhanced customer satisfaction.

We would love to discuss this proposal in further detail and look forward to your feedback. Please let us know a convenient time for you to meet.

Thank you for considering this initiative.

Sincerely,

[Your Name]

[Your Position]

[Your Company]

[Your Contact Information]