

Reseller Supply Portfolio Diversification Recommendation

Date: [Insert Date]

[Recipient Name]

[Recipient Title]

[Company Name]

[Company Address]

Dear [Recipient Name],

I hope this message finds you well. As part of our ongoing efforts to optimize our reseller supply portfolio, I am writing to recommend a diversification strategy that could enhance our market position and improve our profitability.

After conducting a thorough analysis of current market trends and consumer demands, I propose the following diversification opportunities:

- Introduction of [Product/Service 1] to capture the [specific market segment].
- Expansion into [Product/Service 2] to address the growing demand for [specific feature or benefit].
- Partnership with [Company Name] to leverage their expertise in [related field].

These recommendations align with our strategic objectives and are projected to increase our revenue by [insert percentage] in the upcoming fiscal year. I believe that by embracing these opportunities, we can substantially reduce risks associated with market fluctuations.

I would appreciate the opportunity to discuss this proposal in more detail at your convenience. Thank you for considering this strategic recommendation.

Best regards,

[Your Name]

[Your Title]

[Your Company]

[Your Contact Information]