

# Retail Proposal for Exclusive Product Distribution

Date: [Insert Date]

[Recipient's Name]  
[Recipient's Title]  
[Company Name]  
[Company Address]  
[City, State, Zip Code]

Dear [Recipient's Name],

I am writing to propose an exclusive distribution agreement for [Product Name], a product line that aligns perfectly with your retail offerings. Our company, [Your Company Name], specializes in [Brief Description of Your Company and Products], and we believe that this collaboration can lead to mutual growth and increased profitability.

We have identified [Recipient's Company Name] as a premier retail partner due to your reputation in the market and your commitment to quality. By offering [Product Name] exclusively through your retail stores, we can enhance your product portfolio and provide your customers with unique offerings that are not available elsewhere.

Enclosed with this letter are detailed product specifications, pricing information, and projected sales data. We are also prepared to support your sales team with promotional materials and training to ensure a successful launch.

I would love the opportunity to discuss this proposal with you in further detail. Please let me know a convenient time for you to meet or if you prefer a call to discuss this exciting opportunity.

Thank you for considering our proposal. I look forward to your positive response.

Sincerely,

[Your Name]  
[Your Title]  
[Your Company Name]  
[Your Phone Number]  
[Your Email Address]