

Proposal for Competitive Pricing Adjustment

Date: [Insert Date]

[Supplier's Name]
[Supplier's Address]
[City, State, Zip Code]

Dear [Supplier's Contact Name],

We hope this message finds you well. We appreciate the continued partnership between [Your Company Name] and [Supplier's Name]. As we aim to stay competitive in the market and meet our customers' expectations, we would like to propose an adjustment to our pricing structure.

After conducting a thorough analysis of current market trends and competitor pricing, we believe that a revision of our current pricing agreement could significantly enhance our joint competitiveness. Specifically, we propose the following adjustments:

- Product/Service: [Specify Product/Service] - Proposed New Price: [Proposed Price]
- Product/Service: [Specify Product/Service] - Proposed New Price: [Proposed Price]
- Product/Service: [Specify Product/Service] - Proposed New Price: [Proposed Price]

We are confident that this adjustment will drive better sales performance and increase overall demand, benefiting both parties. We are open to further discussion and negotiation to finalize these changes in a way that works for both of us.

Please let us know a convenient time for you to discuss this proposal. We appreciate your consideration and look forward to your positive response.

Thank you for your attention to this important matter.

Best regards,

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