

Dear [Business Partner's Name],

We hope this message finds you well. We are writing to inform you about an important change in our pricing strategy that will take effect starting [Effective Date].

After careful consideration and analysis of the current market conditions, we have decided to shift our pricing approach to better align with our long-term business goals and enhance the value we provide to our partners and customers.

Key changes include:

- Introduction of a tiered pricing model that rewards bulk purchases.
- Updated discount structures for early payments.
- Launch of a loyalty program for our valued partners.

We believe these changes will not only strengthen our partnership but also drive mutual growth and profitability. We are committed to supporting you throughout this transition and will provide any necessary resources to help implement these new pricing strategies.

We value your partnership and appreciate your understanding as we make these adjustments. Please feel free to reach out with any questions or concerns.

Thank you for your continued trust in us. We look forward to achieving new heights together.

Sincerely,

[Your Name]

[Your Position]

[Your Company]

[Contact Information]