**Subject**: **Shifting of business to online**

Dear John,

I hope you will be enjoying good health. Meeting the demands of customers has always been our top priority and we are helping potential customers like you find the best in their surroundings. The matter of loyalty witnessed from your side is all which has accelerated our growth for the last three years. We had a great time doing business with potential customers like you and appreciated your support. With the passage of every second, exciting things are happening in the world and it is expanding too. The same is the situation with our business which has shown a remarkable increase in size.

In the recent past, we conducted market research and we found that people were talking about our product on social media though we had no online presence. Secondly, the age of machines has confined people to their homes, and they prefer online shopping rather than going far off places for the same. Sorting these things out, we thought it vital to have a website for our business.

Keeping in view the huge demands of our customers and to serve them with our fullest potential, we are pleased to announce that from now onward i.e. from 1st of April, we are shifting our business to online. You can place your online orders at [website]. You will also be offered 50% off our original prices during the first week of our online appearance.

Yours truly,

Anderson  
In-charge Hub Leather (Sales section)  
31-03-20XX